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The MANUFACTURING CONFECTIONER

PIONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS

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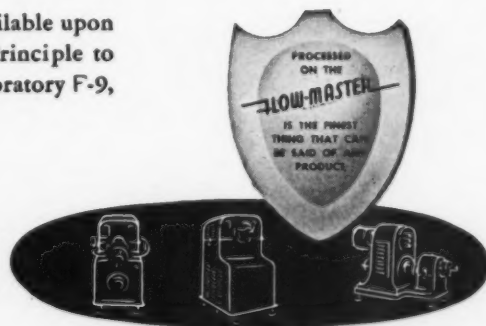


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Very Happy New Year*



The Manufacturing Confectioner

VOLUME XXVI, NO. 12

DECEMBER, 1946

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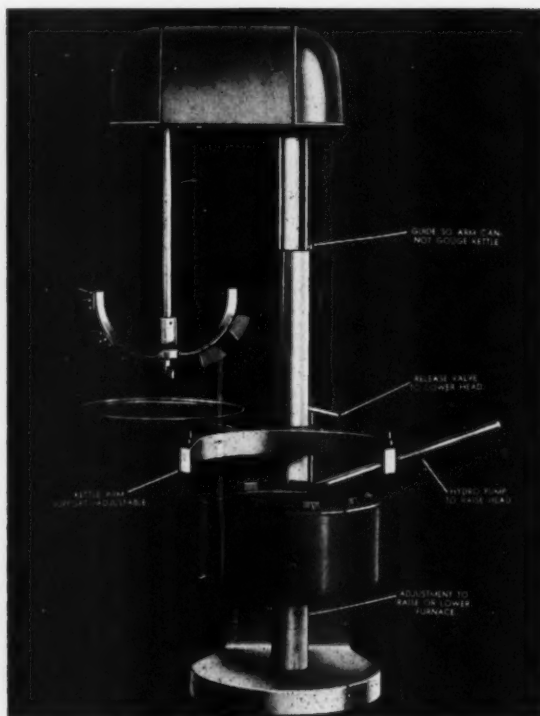
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Plant Management, Production
Methods, Materials, Equipment,
Purchasing, Sales, Merchandising.

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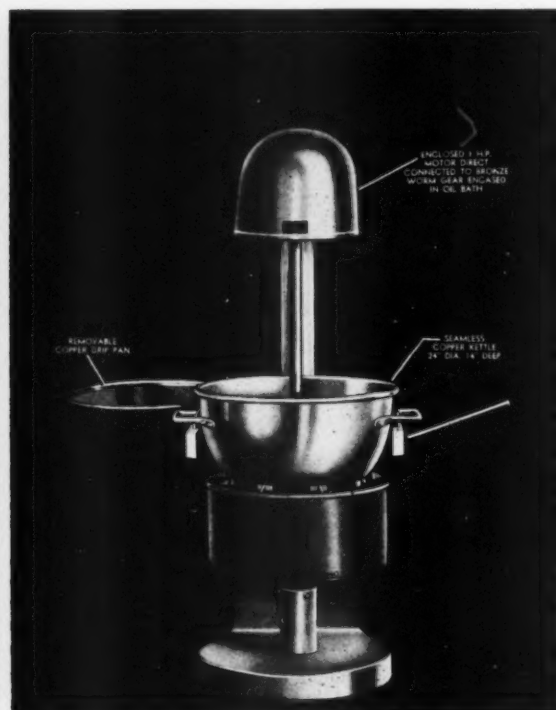
Published Monthly on the 5th by The Manufacturing Confectioner Publishing Company, publishers of The Manufacturing Confectioner—The Blue Book—The Candy Buyers' Directory—Candy Merchandising. Executive offices: 400 West Madison Street, (Daily News Bldg.), Chicago 6, Illinois. Telephone FRanklin 6369. Eastern Office: 303 West 42nd Street, New York City 18, N. Y. Telephone CLirele 6-6486. Publication Office: Pontiac, Illinois. Copyright, 1946, Prudence W. Allured. All rights reserved. Subscription Price: One Year \$3.00. Two Years, \$5.00. Per Copy, 35c. In ordering change of address, give both old and new address. Entered as Second Class Matter at the Post Office at Pontiac, Illinois, under the Act of March 3, 1879.

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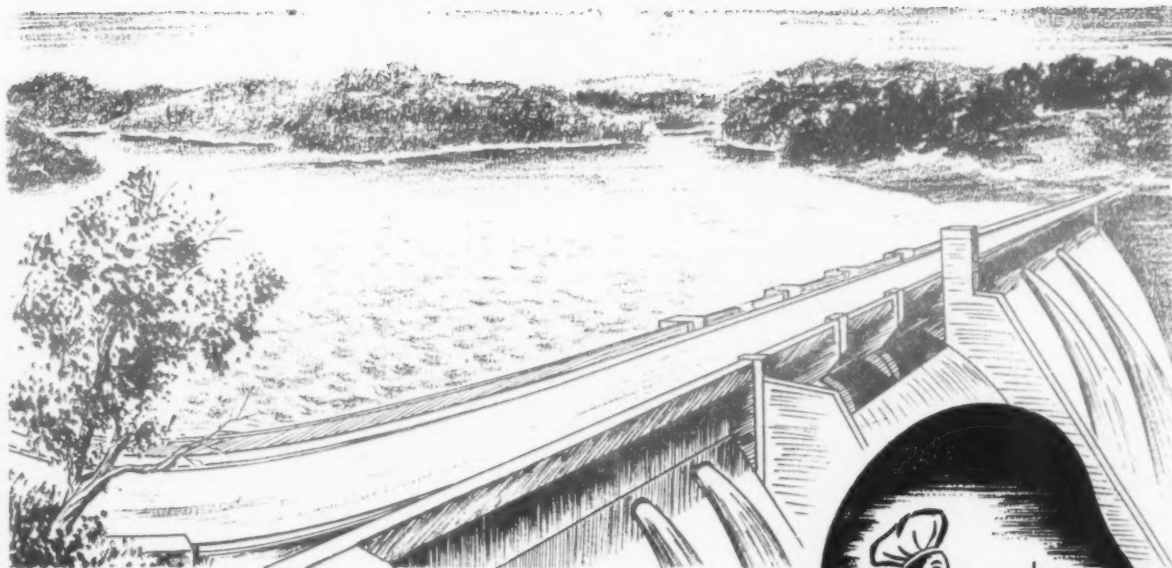
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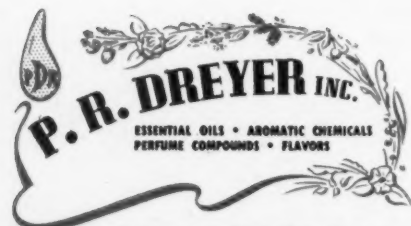
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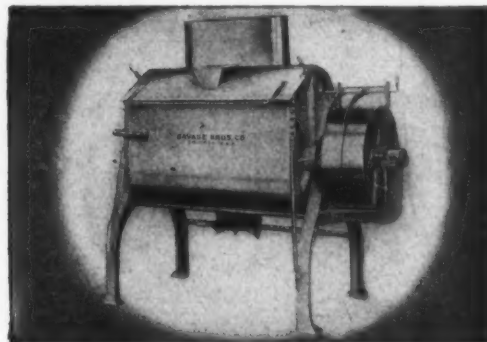
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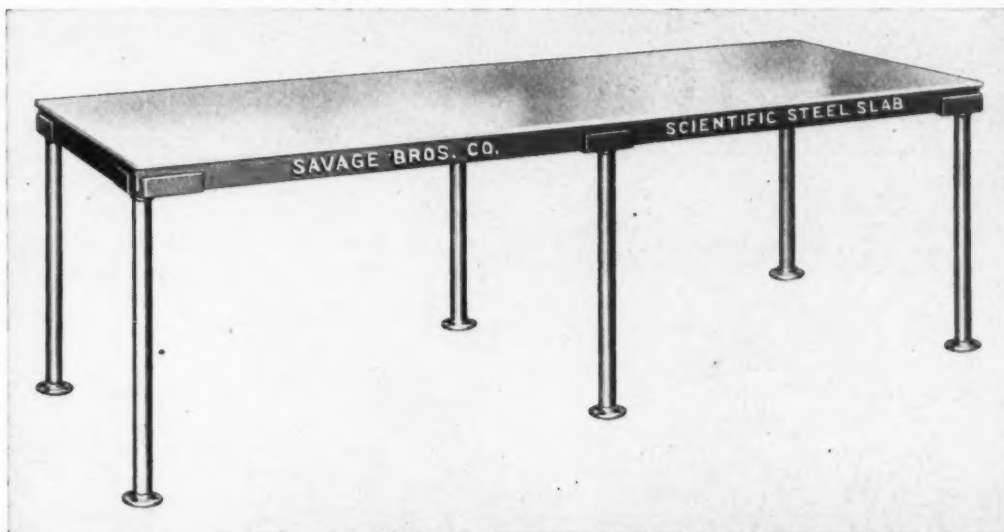
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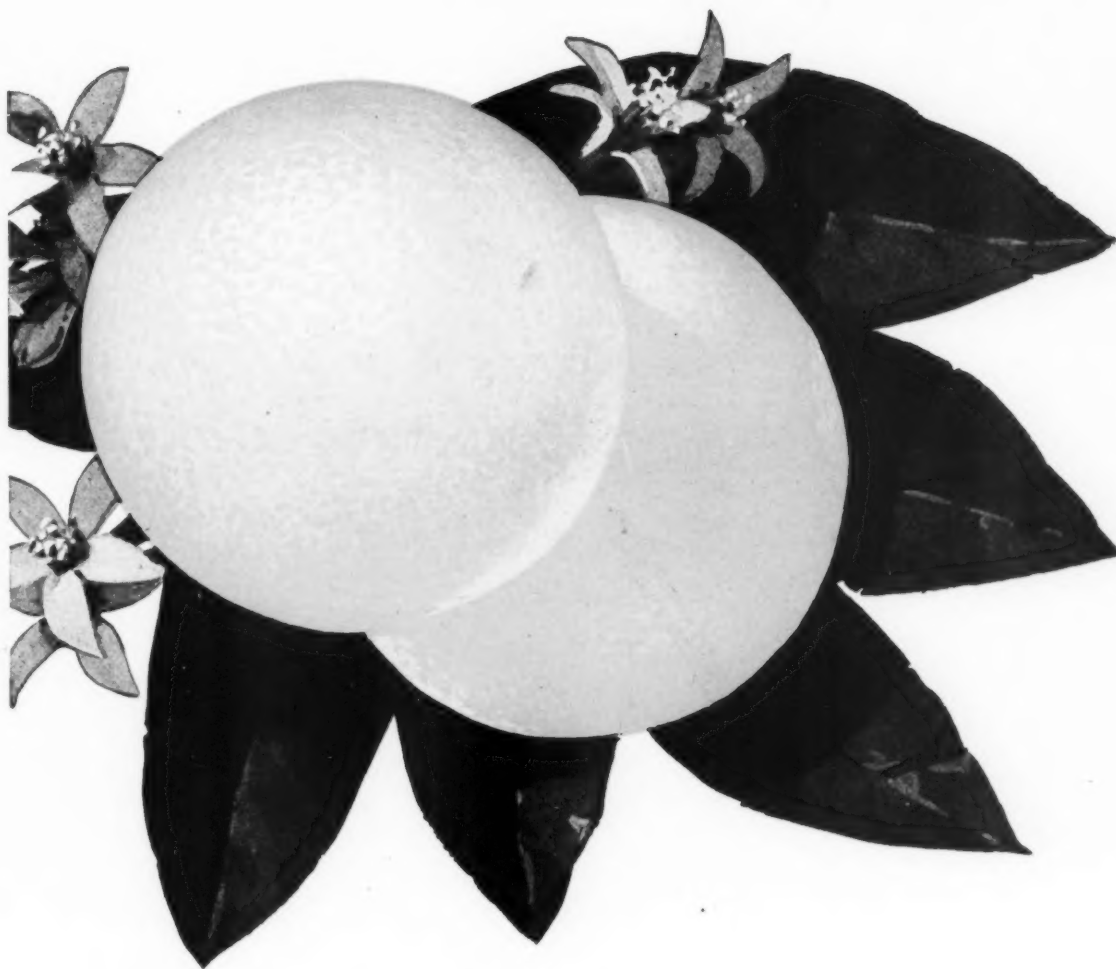


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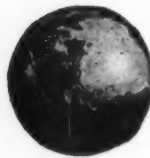
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for December, 1946

page 13



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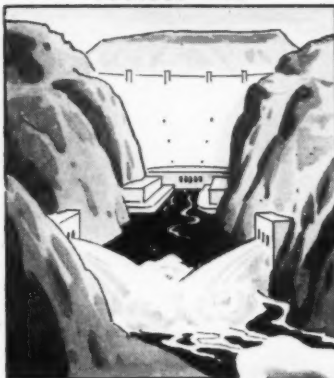
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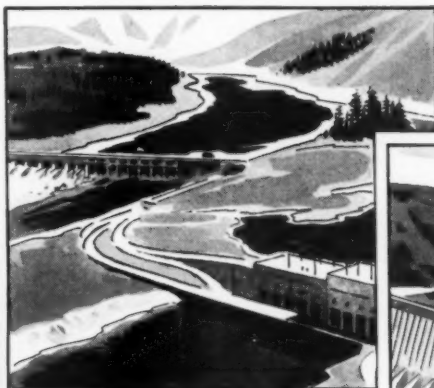


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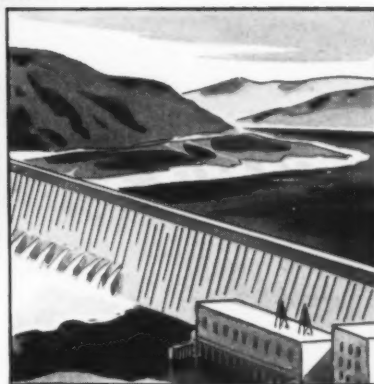
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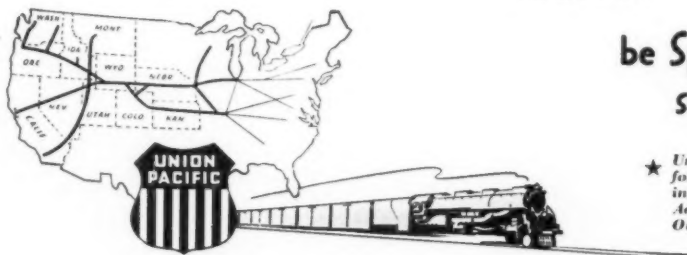


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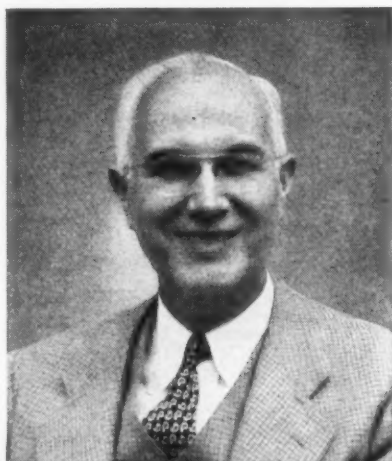
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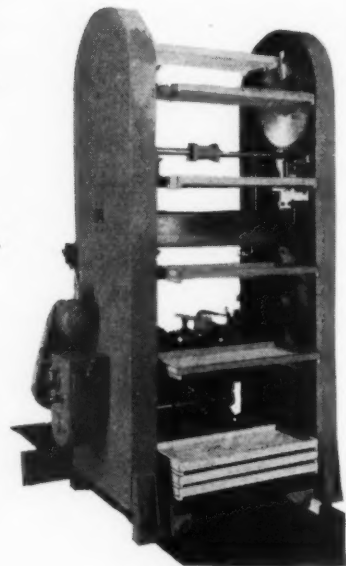
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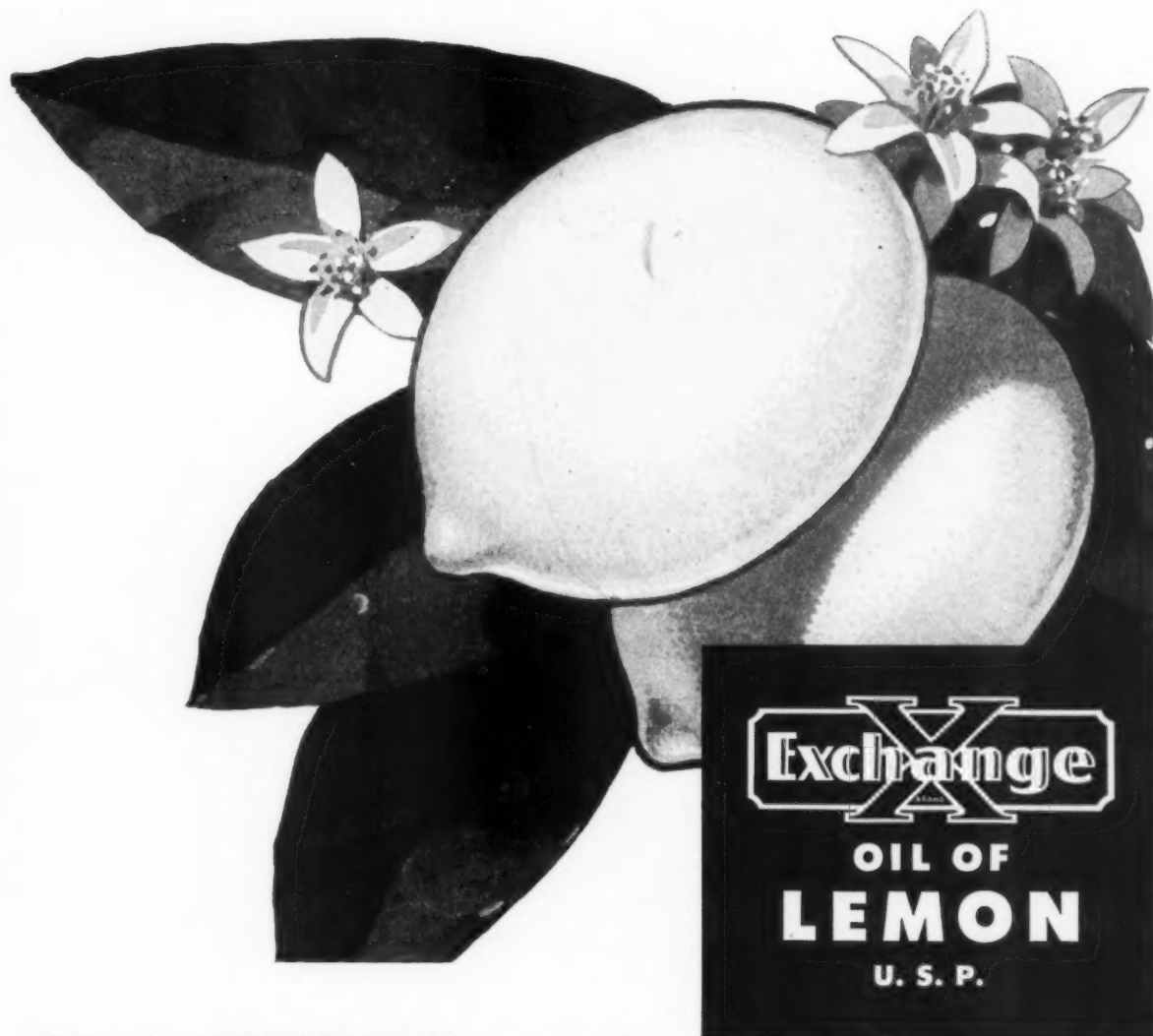


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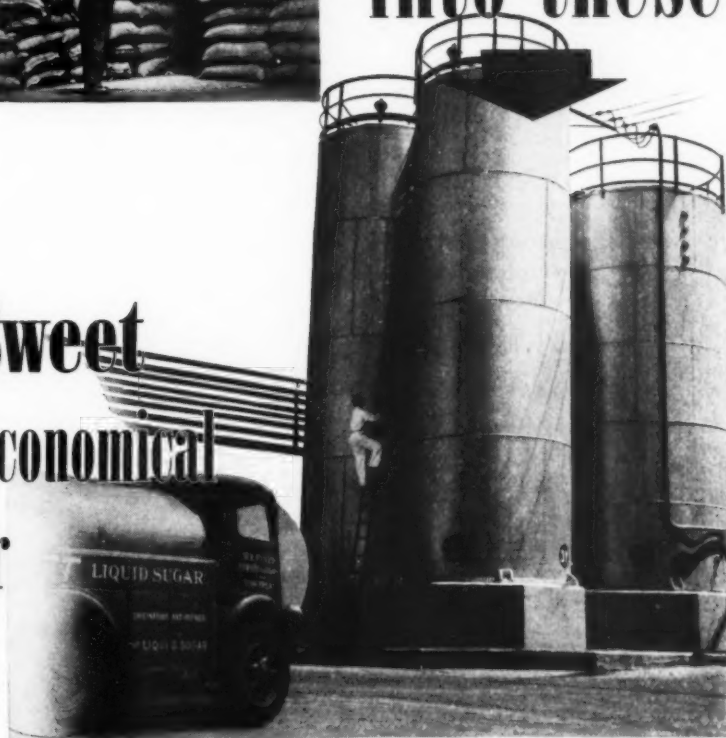
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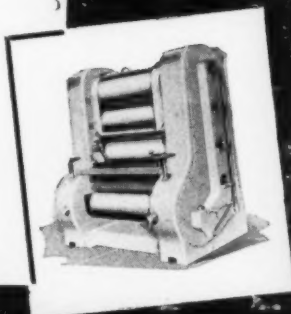
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Russell Stover (left) Opens Modern Manhattan Store:

Modern Candy Merchandising Keys Stover Distribution

By ADELAIDE WONSETLER

The Manufacturing Confectioner

FIRST on the East coast and 28th in the growing nationwide chain of Russell Stover candy shops is the firm's recently opened, sparkingly bright, new candy store in New York City on Fifth Avenue at 53rd Street.

Similar in layout and *decor* to other shops of Russell Stover Candies throughout the country, planning of the new Fifth Avenue store is based on the theory that, since 50 per cent of all candies are bought by men, a too-glamorous layout would discourage the male buyer. The plan, consequently, has thus been to develop a shop that will definitely appeal to the masculine as well as to the feminine tastes. Mr. Stover himself, who founded this firm over 25 years ago, personally is responsible for the planning of all details in this and other stores of his chain.

Over-all design of the new Manhattan store is one of immaculate freshness and light—from the white marble-veined pattern, rubber-tiled floor to the cove-lighted white ceiling. The attractive two-story facade, likewise, is gleaming white marble. Only the name, Russell Stover

Candies, in dignified script letters, and two small slogans are used above the brightly lighted show window.

The window itself is a wide expanse of glass and mirror, framed at the top in deep scallops of sheer white, bead-fringed drapery. The bases of the display fixtures and the "floor" are of a deep, rich blue mirror glass, and form an extremely handsome background for the arrangements of candies and other decorative materials. This same deep blue glass is repeated as a color accent throughout the interior also.

The wide double doors are set at a shallow angle to the display window. Massive panels of heavy glass, the doors are completely unadorned excepting for stainless steel pushbars and afford an unobstructed view of the invitingly displayed candies inside the store.

As the long range plan of Russell Stover Candies calls for a shop that will continue to look as fresh and new in years to come as it does today, the Manhattan store has no perishable painted wooden surfaces. All counters

CLOSE-UP of counters in the rear portion of new Stover shop. Attractive display, personally designed by Mr. Stover, keynotes sales stimulating environment of the modern candy merchandising plan that is predominant in the style of Stover Candies.



and display cases are of glass and mirror—a medium both durable and easy to maintain. The counter and case facings are also of mirror, each panel beautifully etched in a white design and especially lighted from the inside. Black glass tiles form the bases and panel separations throughout the store.

Motif of the walls also achieves an interesting and beautiful appearance. From the counter level to the canopy wall above it, a facing of softly tinted, indirectly lighted mirror extends the full length of each side of the shop. From this enhancing mirror section to the ceiling,

Unique Stover Store for Dallas

REPRESENTING another key outlet in the nationwide candy store chain of Russell Stovers Candies, is Mr. Stover's newly opened shop in Dallas, Texas, at the corner of Main and Akard Streets.

Featuring a blue mirror front, the new store follows the distinctive pattern of all the personally designed stores of Mr. Stover.

In this new Dallas store, the designing talent of Mr. Stover is again apparent.

The mirrored installations and washable wallpaper accent the quality of permanent beauty. Offices, stockrooms, lounge, restroom, and air-cooling and refrigeration system are all housed in the basement.

A novel feature is an electrically controlled conveyor that carries the boxed candies from the stockroom and deposits them under the sales counters.

and covering all the curved back section, the canopy walls are hung with a metallic wallpaper. This paper has a background in which both gold and silver have been subtly blended to effect an attractive silvery tone. Its pattern is of graceful floral medallions—again in white.

Spaced the entire length of the store, hang six crystal and satin-finish stainless steel chandeliers. Their distinctive glow helps enhance the beauty of the interior.

The shop has ample floor space; so that, even when the counters are crowded with buyers, there is still plenty of room for the undecided shoppers to browse about and view the well planned arrangements of the boxes of the Stover line and the special gift packages on the shelves along the opposite wall.

At present Miss Mildred Kimbrell manages the new Fifth Avenue store. Miss Frances Adolphsen is responsible for the constantly changing, attractive arrangements of the current holiday and gift suggestions, the window, and the decorative scheme generally.

The sales personnel are all very pleasant and eager to help. All were previously trained in other stores of the Russell Stover chain and were brought on to New York prepared to carry on in the hospitable style associated with the firm's tradition.

When asked if there is any one particular type of candy that is stressed in the store, Miss Adolphsen was quick to explain that no special kind of candy is ever

"pushed." The store's proud claim is that the merchandise is good, it is well presented, the girls are there to answer courteously and accurately all questions of the buying public—and that is sufficient.

Miss Adolphsen emphasizes, also, that each Russell Stover box contains two statements for clearly expressing to candy buyers the high principles constantly maintained in every phase of the firm's business: "Only the Finest" and "Home Fashioned."

Several of the packages in the Russell Stover line are especially outstanding. One of these is the firm's "Gold Box." This is a round, richly gold-embossed box containing a choice selection of creams, chews, and nut clusters. A second is the package called "Mint Dreams."

Just as Mr. Stover is himself personally responsible for the designing and far-sighted planning of all his stores, to him also goes credit for designing his varied group of distinctive packages and for the formulas used in all the candies bearing his name.

Selected "Candy Man of the Year" at this year's 63rd annual convention of the National Confectioners' Ass'n in Chicago, Mr. Stover has been connected with confectionery manufacture for nearly 35 years. A graduate of the University of Iowa, his first position was with a candy plant in Canada, where, over a kettle, he started learning confectionery making. Twenty-five years ago he established Russell Stover Candies in Kansas City, Mo. Today his candies are made in Kansas City, in Denver, and in Lincoln, Neb. All candies are shipped to the New York store from the Lincoln plant. A special process devised by him for shipping candy frozen permits long distance shipments to his stores. He is also the originator of the Eskimo Pie, a chocolate covered ice cream bar which, in turn, began a new popularly received industry. In addition, he is chairman of the National Confectioners' Ass'n Washington committee and a member of NCA's tax committee.

Opening of Mr. Stover's new Manhattan store, says Miss Adolphsen, was without fanfare or publicity. From the moment the key was turned in the lock and the shop lighted and opened for business, however, a constant stream of customers has eagerly sought Russell Stover's "home fashioned" candies.

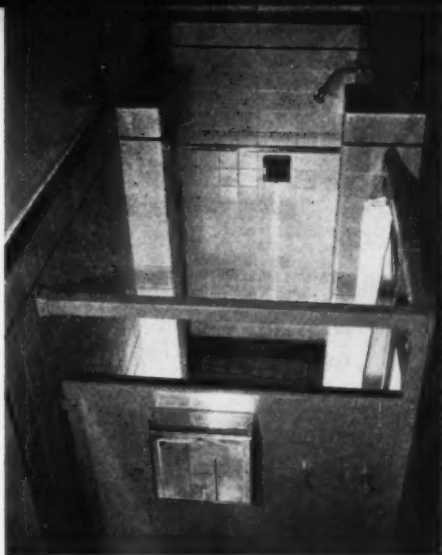
Fiftieth Anniversary in Candy Celebrated by Edward Kiernan

FIFTY years ago Edward Kiernan entered the offices of Dryden and Palmer, Inc., fortified by a desire to become a success, and a letter of reference from Brother Joachim of St. Vincent de Paul's Academy, Brooklyn. Today, he is vice-president and sales director of the company.

During these many years, Mr. Kiernan has become a leading authority on the subject of rock candy and has done much to create interest in and promote sales of that confectionery throughout the country.

Having gone through three wars, major depressions, bank closures, and panics, his optimistic outlook has had a steadying effect on the fortunes of the business. In view of this, his big disappointment in this, his 50th year, is the inability to supply all his customers with the volume of rock candy products they desire.

Mr. Kiernan says he sometimes dreams that there really is such a thing as the "Rock Candy Mountains" and that his men are out there with a steam shovel digging out enough rock candy to satisfy everyone.



How Spotless Washrooms at Reed Candy Company
Help Develop All-Around Sanitation Program.

Washroom Sanitation Stressed at Reed's

By HARRY A. STRUPEL

The Manufacturing Confectioner

WASHROOM sanitation at the Reed Candy Company, in Chicago, comprises an essential feature of the company's thorough sanitation program.

Recognizing that spotless washroom facilities are a prime essential in the sanitary production of wholesome confectionery as well as a vital factor in maintaining the personal hygiene of its employees, Reed Candy Company provides four beautifully complete washrooms for its employees. These set the standard, in fact, for cleanliness throughout the entire plant.

Reed's washrooms all offer a fresh, bright appearance. Light colored tile extends upwards of eight feet on the walls. Chromium trim glistens on the fixtures. High glass brick windows in the larger washrooms permit entry of soft, natural light.

Ease of cleaning determined selection of all sanitary facilities. Supports for steel partitions and washstands are carefully designed to achieve minimum floor obstruction. In the larger washrooms, washbowls are wall-hung.

Indicating the thoroughness of its continuous sanitation policy, Reed's janitors are instructed to place added emphasis on washroom maintenance.

"Clean and sanitary washrooms at all times," company officials explain, "call for a lot more than the

mere swishing of a brush and the occasional use of some cleaner."

In the men's factory washroom, sturdy cast-iron enameled wash-up sinks provide plenty of room for quick hand-washing during rush periods. Combination taps regulate the temperature of the water. Spray heads are provided for the water spouts.

A tiled shower stall is a pleasant convenience for employees from the cooking rooms, where the temperature often reaches 100° F. Located in the men's washroom in the factory, the shower stall has a dressing compartment and is equipped with a seat.

The women's restrooms are also especially designed for sanitation and cleanliness. A battery of gleaming lavatories is installed against a partition in the center of the room. To facilitate floor cleaning, the lavatories are wall-hung. The partition is purposely not ceiling high, to permit better air circulation. A full length mirror at the end of the glistening washroom provides additional convenience.

The washroom for women and guests of the office likewise glistens with beauty and cleanliness. Floors and walls are tiled. The attractive lavatories have slender, chromium plated legs and fittings. Wall recesses afford sanitary receptacles for soap.



REED CANDY COMPANY'S GLISTENING WASHROOMS: At upper left corner is tiled shower stall in men's washroom in factory. Added convenience is dressing compartment equipped with seat. **LEFT**—above—are sturdy, cast-iron enameled wash-up sinks in men's factory washroom, which provide ample room for quick hand-washing during rush periods. **RIGHT**—above—are convenient, wall-hung lavatories on tiled partition in center of women's rest room. Mirrors are placed above each lavatory, a full-length mirror at the end of the room. Partition is purposely not ceiling-high, so as to permit better air circulation in the washroom.

TECHNICAL LITERATURE DIGEST

The Flavor Problem of Soybean Oil

Helen A. Moser, Carol M. Jaeger, J. C. Cowan and H. Dutton. A paper presented before The American Oil Chemists' Society at their Fall meeting.—Methods for the organoleptic evaluation of soybean oil are presented. Problems in the selection of panel members, the design of experiments, the procedure of presentation of samples to the panel, and the statistical evaluation of results are discussed.

By these methods collected data can be translated into objective information which measures the flavor stability of samples of refined soybean oil. The efficacy of variants in refining procedures can be evaluated. Further improvements in taste methods appear possible.

Chlorophyll Removal During Earth Bleaching of Soybean Oil

W. C. Pritchett, W. G. Taylor, and D. M. Carroll. A paper presented before the American Oil Chemists' Society at their Fall meeting.—A spectrophotometric procedure based on the spectral data presented by Comar in the Analytical Edition of Industrial and Engineering Chemistry, 14,877 (1942) is given for the determination and calculation of the chlorophyll content of unhardened and hardened soybean oils.

The effect of refining, bleaching, hydrogenation, and deodorization on the chlorophyll content of soybean oil is discussed, and it is pointed out that the chlorophyll removal should be controlled by the bleaching operation. Isotherms are also presented to illustrate the complexity of bleaching soybean with respect to chlorophyll.

Guava-Flavored Pectin Powder

Yoshinori Kanehiro and G. Donald Sherman. Hawaiian Agricultural Experiment Station Technical Paper No. 142.—A treatise on the production of Vitamin C enriched pectin powder derived from the common Hawaiian guava, with special reference to new variety guava found in South Africa known to be especially abundant in ascorbic acid. Experimentation in pectin content and solubility in water shows ready separation of juice and pectin from pulp and seed with minimum amount of heating.

Further experimentation being carried on leads to the theory that ascorbic acid retention can be highly increased by improved methods of extraction and drying. This pectin source can be utilized for highly enriched pectin candies where guava flavor is desired, it is reported.

Heat Solution of Sucrose

Elmer J. Culp, *Sugar*, Vol. 41, No. 2 (1946)—Analysis of mathematical equations by which approximate heat of solution of sucrose can be calculated for any given condition.

Component Acids of Liquid Fats

F. D. Gunstone and T. P. Hilditch, *Journal of the Society of Chemical Industry*, Vol. 65, No. 1 (1946)—Study of conditions of isolation of individual groups of acids separated by low-temperature crystallization. Procedure is illustrated by determination of component acids of linseed oil, wheat germ oil, and two specimens of rubber seed oil.

Production of Citric Acid By Fermentation of Molasses

International Sugar Journal, Vol. 43, No. 474 (1946)—An article on biological production of citric acid from sugar places an entirely new and important "between crop" method for obtaining this important chemical before the manufacturing confectioner. In this article, a B. I. O. S. report made by British technical experts after visits to a German chemical factory, is described a comparatively simple fermentation procedure for citric acid production from molasses, using a certain mould. It forms a definite contribution towards a more profitable utilization of molasses, and a means of greater citric acid supply.

Economic Extraction of Essential Oils

Robert S. Aries. *The American Perfumer*, Vol. 43, No. 9 and 10, (1946)—Utilization by essential oil industry of present day forestry wastes could provide great economic advancement. This article presents the complete theory of the extraction of essential oils from these wastes. A complete and intricate study is made into the methods of raw material collection; apparatus used in laboratory tests; percentages of yield obtained in laboratory; methods of commercial production; cost of distillation units; and cost of production.

Ion Exchange

E. A. Haagensen, *The International Sugar Journal*, Vol. 43, No. 573 (1946)—Discusses new process of juice purification that promises to remove most of the non-sugars and permit recoveries of 95-96 per cent without Steffenizing the molasses. Process utilizes new synthetic resinous ion exchangers developed in the past 10 years. These result in elimination of 95-98 per cent of ash and 60-75 per cent of organic non-sugars. Produces juice of 96-99 per cent purity and, under certain conditions, turns out a juice almost pure water-white. Juice is substantially free of encrusting solids and, in many cases, was shown to be free from colloids.

Process is reported best adapted to treatment of juices around 12-15° Brix and involves clarification, cooling, filtering, and de-ionization. Use is considered practical and economic and offers sugar industry a major technical improvement.

Soybean Protein Production

A. C. Beckel, P. A. Belter, and A. K. Smith, *Industrial and Engineering Chemistry*, Vol. 38, No. 7 (1946)—Study of the pilot plant production of soybean protein with respect to the effect of temperature and of water-flake ratio on the dispersibility of the protein and on consequent economic balance. Effect of temperature is very small, but the effect of the water-flake ratio, when transplanted into terms of plant capacity, is of primary importance economically. When the price of protein is 20 cents a pound, proper water-flake ratio for maximum profit is about 11 to one, with slight dependance on the price of meal. When price is 10 cents a pound, water-flake ratio is about 20 to one with increased meal price influence. In large scale production such a shift in proportions is economically important, it is concluded.

Will '47 Market Duplicate '42?

Restored Competition Due to Cause Redoubled Marketing Efforts

ANALYZING the most recently available statistics of candy sales by areas of market location, the Department of Commerce in cooperation with the National Confectioner's Ass'n reports its study of 1942 candy sales on a regional basis as furnishing a clue to coming marketing problems for manufacturing confectioners.

"Though this study of candy sales on a regional basis has been delayed until the present," says Charles E. Lund, Acting Chief of the Food-stuffs, Fats, and Oils Section, Industry Division, "its current release is probably of greater interest now than it might have been in 1943, 1944, or 1945. In those years, confectioners were preoccupied with filling heavy government orders and in solving raw materials shortages.

Marketing Methods

"Today, near the close of 1946, the candy manufacturers still suffer from ingredient shortages, but in the normal course of events this situation may be regarded as temporary. Candy producers are, therefore, thinking more and more in terms of marketing their output under restored competitive conditions. To maintain the high level of returns which producers received for their candy during the war years, manufacturers are redoubling their efforts to adopt marketing methods which yield the most profitable results.

"The report furnishes a clue to where and how producers marketed their confectionery in 1942, a 'good' year—not the industry's 'best' year of 1944, when military demand for candy was at a peak—but a 'good year' perhaps comparable with those now before us."

The survey, which is a supplement to the Commerce Department's 1945 confectionery sales and distribution report, reveals:

1.—Estimated total production of confectionery in 1942 was 2,519,000 pounds valued at \$490,000,000. Reported output of the 275 sampled manufacturers was 1,556,398,000

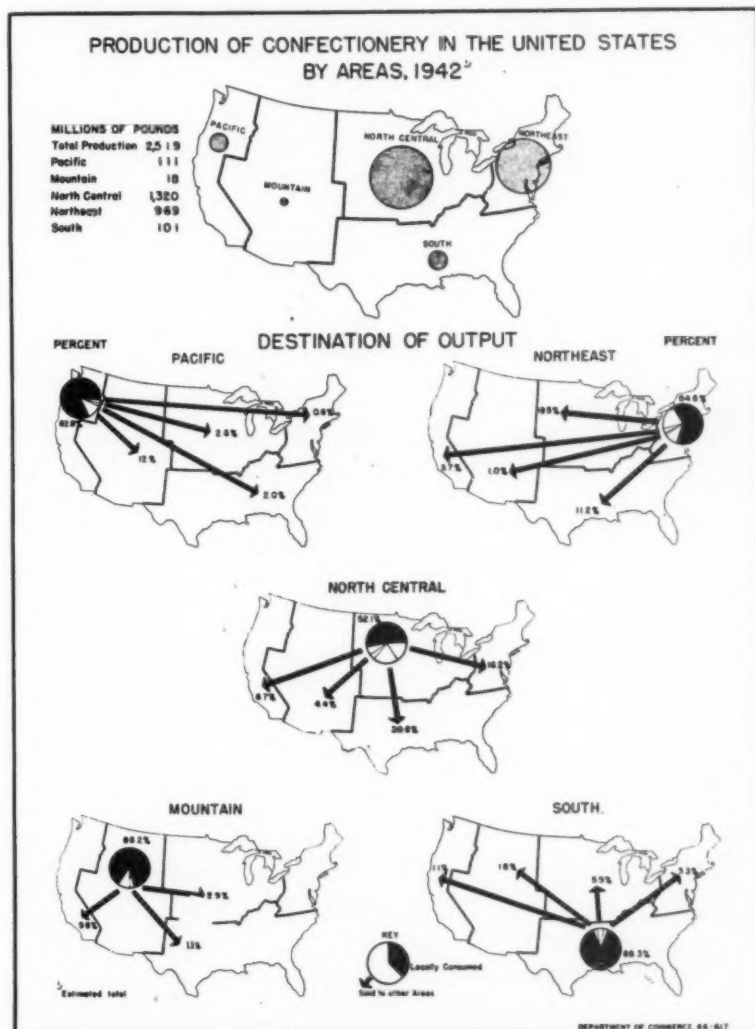
pounds valued at \$287,887,000 at wholesale.

2.—During 1942, producers reported selling about 8 per cent of their candy directly to the government. This was the first year of active U. S. participation in the war and preceded mass movement of

troops overseas. Candy sold to military, like candy entering civilian channels, was thus probably consumed almost entirely in the area it was sold by the manufacturer.

Marketing findings include:

1.—The 1942 U. S. market comprised five regions. Two of these



BREAKDOWN OF PRODUCTION OF CONFECTIONERY in the United States during 1942. Top figure shows production by area with estimated totals in millions of pounds. The five bottom charts show destination of production from the various areas which is broken down into percentages allotted to each area.

produced a surplus. Three made less candy than was sold in the area.

2.—The surplus areas were located in the Northeast and North Central parts of the country. Deficit areas were the Southern, Mountain, and Pacific regions. Candy moved freely among these regions. But in each surplus area the output of local manufacturers exceeded the combined volume of candy sold for consumption in the area by both local producers and outside suppliers. In each of the deficit regions, sales for consumption from all points of origin exceeded the volume of candy sales made by producers in the area.

Northern Area Rating

3.—The Northeast and North Central regions were the areas not only of most extensive production, but also of mass candy consumption. In the Northeast about 15 per cent more candy was made than was consumed. In the North Central region production was nearly 50 per cent greater than consumption. Per capita consumption in the Northeast was calculated at 19.4 pounds and in the North Central at 22 pounds.

4.—The Southern region was the third largest market for candy. Consumption here was 13.4 pounds per capita. Production was less than one-fourth of the volume of candy sold for consumption in the South.

5.—Per capita candy consumption

in the Pacific region was about that prevailing in the Northeast and North Central regions. Output, however, was only half the Pacific area's need.

6.—In the more sparsely settled Mountain area, a high level of per capita candy consumption was evident from the volume of sales, but output was only about one-fifth of the amount consumed.

Comparative area output and sales value findings indicate:

1.—Heaviest output is in the North Central region, where 87 reporting confectioners made 816,629,000 pounds. In the Northeast region, 121 manufacturers reported output of only 599,122,000 pounds. Although this was but three-fourths of the North Central output, its sale produced almost as much income as was received in the North Central area. Average per pound value at wholesale was 20.9 cents as compared with 16.8 cents for candy made in the North Central area. These averages were greatly influenced by the 34.1 cents per pound average received by Northeast package-goods houses and the 18.5 cents per pound average for North Central makers of bar goods.

2.—Manufacturers-retailers received the highest return among various producers, with an average of 35 cents per pound for all areas. Entering into that figure was the average

value of 42.2 cents per pound received by reporting Pacific area manufacturing-retailers. This was the highest average for any type manufacturer in any area. On the low side was the 11.1 cents per pound average reported by penny goods houses in the South.

3.—In the North Central region, 52.4 per cent of total output originated. The Northeast accounted for 38.5 per cent. The Pacific area showed 4.4 per cent, the Southern 4 per cent, and the Mountain area less than 1 per cent.

Bar, Bulk Goods

4.—Bar and bulk houses together produced about 65 per cent of candy poundage. The North Central region was the major production area for both types.

5.—Bar goods houses produced 38.4 per cent of all candy and bulk goods manufacturers 26.3 per cent. Output of North Central bar specialists was about double that of similar manufacturers in the Northeast, the second largest bar goods producing area. North Central bulk houses reported an output about three times as great as that of bulk goods makers in the Northeast, which was the second area in the bulk field.

6.—Production of penny goods, package goods, and nickel and dime specialties in the Northeast exceeded North Central output.

7.—Northeast manufacturers of packaged goods showed triple production.

8.—Northeast manufacturers produced nearly three-fourths of the national output of package-goods houses.

Sales, Production Scale

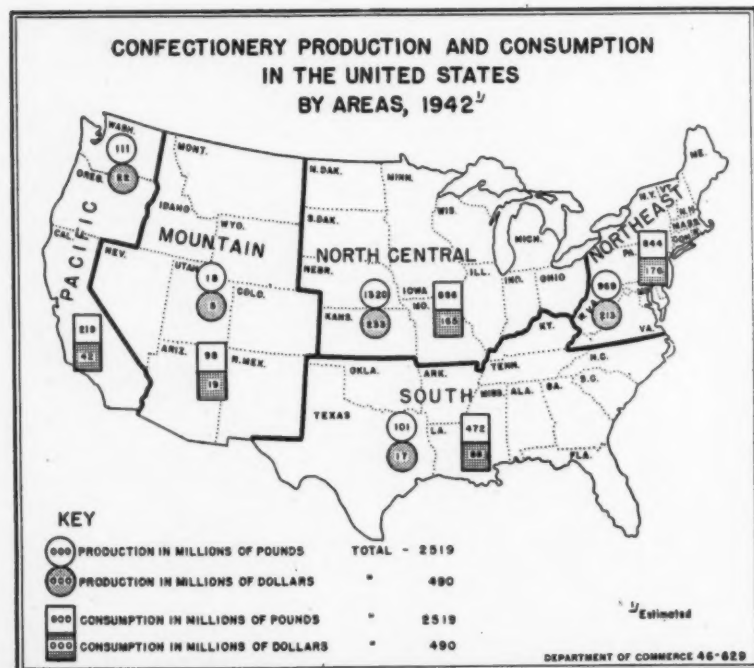
Comparative sales within and outside of respective production areas indicate:

1.—Three-fifths of all candy was marketed within the area of production. The balance was sold to outlets in areas outside of the producing region.

2.—In the North Central area, scene of heaviest production, manufacturers shipped 47.9 per cent of their output to other regions. The Northeast shipped 35.4 per cent. In the Southern, Mountain, and Pacific regions, where production was short of consumption, over 80 per cent was sold locally.

Specialized producers' markets, the study found, indicate:

1.—North Central bar goods manufacturers sold 37.7 per cent of their output in the North Central re-



AREA CHART showing breakdown of confectionery production and consumption in the United States during 1942. Both production and consumption are estimated.

1942 vs. Following Years

IN evaluating marketing conditions for candy in the years since 1942, the following factors should be weighed:

1.—Production has been about 2.5 billion pounds yearly, excepting in 1944 when output reached 2.8 billion pounds.

2.—Wholesale value of candy advanced from an average of 19.5 per cent per pound in 1942 to about 25 cents in 1946.

3.—Utilization of ingredients in better paying lines of individual producers resulted in an increased proportion of output in bars and package goods and in smaller percentages of bulk candy and penny goods.

4.—Unsatisfied consumer demand for candy in some instances tended to localize consumption more closely to the point of production and in other situations made possible the more distant marketing of higher-priced goods.

5.—Candy production has been almost entirely limited to firms already operating in 1942 because of the absence of sugar rations for new enterprises and the tendency of suppliers of corn sirup and chocolate to distribute

their limited quantities of materials to established accounts.

6.—Government purchases of candy directly from producers rose from 8.4 per cent of industry's output in 1942 to 23.1 per cent in 1944, then declined to 18.5 per cent in 1945. Reports for 1946 are expected to show government purchases at about the 1942 level.

7.—Statistics for 1945 confectionery production and sales are reported in full in the July issue of *THE MANUFACTURING CONFECTIONER*, p. 42.*et. seq.*

8.—For 1947, a *BUSINESS WEEK* survey reports continued shortages of ingredients will continue to pinch candy output. A future oversupply of candy, however, is considered looming because production shortcuts devised to meet wartime demand make possible turning out of twice as much candy as did the industry before the war with the same plants. "Machine operations, simplified processing techniques, and new ingredients that speed up cooking, drying, and setting account for the enlarged capacity. As new machines become available still more mechanization is in prospect," the survey indicates.

gion, 18 per cent in the Northeast, and 29.5 per cent in the South. Northeast bar goods manufacturers sold 51.6 per cent in the Northeast, 27.3 per cent in the North Central region, and 14.9 per cent in the South.

2.—Manufacturers of nickel and dime specialties sold 47.6 per cent of their output there, 31.1 per cent in the North Central region, and 15.9 per cent in the South.

Bulk Goods Sales

3.—North Central bulk goods sold 65.8 per cent in the home area and 13.6 per cent each in the Northeast and South. Northeast output sold 79.3 per cent there, 14 per cent in the North Central market, and 4.7 per cent in the South.

4.—Penny goods producers of the Northeast sold 64.3 per cent there, 15.6 per cent in the North Central area, and 14.4 per cent in the South. North Central output sold 54.5 per cent there, 19.1 per cent in the Northeast, and 17.5 per cent in the South.

On the basis of comparative supply to the areas, it was found:

1.—About three-fourths of candy sold for consumption in the Northeast came from producers in that area. Practically all of the remainder was shipped in from factories in the North Central area. Other

areas' shipments amounted to less than 1 per cent.

2.—North Central producers supplied 77.7 per cent of the area requirements. The Northeast area supplied most of the balance.

3.—In the South over half the market was supplied from the North Central region. North East producers supplied 23.1 per cent. Southern producers supplied 18.7 per cent.

4.—In the Mountain area, North Central producers supplied 59.7 of consumption requirements and Northeast firms about 9.6 per cent. Except for a minor amount supplied by the South, the balance was supplied by the Mountain and Pacific firms.

5.—The Pacific area satisfied 41.7 per cent of its consumption needs. An almost equal amount was supplied by North Central producers. Northeast firms supplied 16.5 per cent.

Comparison of surpluses and deficits in area production indicates none of the five regions was without deficit in some type of production. The Northeast, however, shows a surplus for all types of output except that of bulk-goods houses.

In the North Central area more package goods was sold than was made there. Sales of penny goods and nickel and dime specialties were slightly in excess of local output.

In the South, Mountain, and Pacific regions deficits appear for each sub-group among manufacturer-wholesalers.

Comparative area consumption preferences follow:

1.—In the Northeast, 31.1 per cent of reported sales were made by bar-goods houses. Bulk goods was second choice and represented 22 per cent of sales. Area showed greater preference for package goods than any other area, with sales being 10.8 per cent.

2.—In the North Central area, 36.2 of consumption was supplied by bulk-goods firms, 35 per cent by bar-goods firms. Package-goods represented 4.3 per cent of sales.

Penny Goods

3.—In the South, 51.4 per cent of sales were in bar-goods. Bulk-goods totaled 17.9 per cent.

4.—Although production of penny goods has been severely curtailed since 1942, Northeast production for the year represented 13.2 per cent of sales for consumption there.

In the South such sales represented 8.5 per cent of local production, in the North Central and Mountain areas 6.1 per cent, and in the Pacific region 4.5 per cent.

Classified by size of producers,
(Please turn to page 51)

Candy Canes in Minneapolis

THE eyes of the children in the Minneapolis area will light up again on Christmas morning this year. The candy cane is back after a long absence due to the war.

Peter Brown, 29 year old navy veteran, is turning out the canes, big and small, as well as many other colorful holiday candies. The entire family has been recruited to operate this candy factory located at 1550 Nicollet Avenue, Minneapolis. The "force" consists of his father, two brothers, a sister, and an uncle.

Working together in close coordination, the Brown enterprise has increased from a starting investment of \$3,000 to a concern valued at \$20,000. As the company grew so did the need for additional help. Mr. Brown now employs, in addition to the family, nine other



PETE BROWN pictured with a few of the candy canes he is making for the children in the Minneapolis area this year. Pete is determined to make this a happy Christmas holiday. His new firm makes 39 other candies. Minneapolis Star photo.

persons as candy dippers and packers, and caters to about 400 patrons a day. Production comprises some 40 different varieties of homemade candies.

He acquired an early interest in the candy business, entered the field when he was 14 years old. He apprenticed to his father, Gus Brown, a veteran candy maker who learned the business after coming from Greece in 1902.

It wasn't until he was serving in the navy during the war that he decided to open a candy shop when he returned. A deciding factor was the eagerness of the men in service for candy. Mr. Brown figured that appetite wouldn't subside merely because the men became civilians again.

He persuaded his father to come out of retirement, convinced his two brothers of the merits of the business and hired his uncle, Gus Mastro, a veteran candy maker in his own right. Obtaining a previously vacant store, and armed with supplies and materials supplied by the veterans administration, the team had a going concern in just 32 days.

A partition separates the factory from the retail store in front. Mr. Brown's sister, Christine, was placed behind the retail counter as the star salesman.

The company trade-name, "Julie Ann Candies", was derived from the name of another sister, Julie. Thus was completed the family tie-up.

Mr. Brown devotes 18 hours a day to the business. Much of the time is spent hunting up precious sugar. The rest of the hours are utilized in superintending the manufacture of hand roll chocolate creams, chocolate pecan caramel turtles and, of course, the gay Christmas candies.

Shortages in Holland Noted

By VICTOR DE BONT

*Midwest Sales Manager
Wood & Selick, Inc., New York*

IN spite of severe property damage and prolonged enemy occupation, the chocolate and confectionery industries in The Netherlands have come out of the war years in reasonably good shape, my recent visit to Holland revealed. When sufficient export trade can be rebuilt, confectionery manufacture in Holland will again take its place among the world leaders.

The greatest immediate problem facing the manufacturers is, of course, the tremendous shortage of materials, packing, etc. Yet, in the face of these shortages, factories are busy.

During the German occupation, factories were able to obtain 60 per cent of their prewar sugar needs and 18 per cent of glucose. The period immediately following the end of the war brought increased difficulties. Sugar supplies fell as low as 30 per cent of prewar requirements, with glucose correspondingly hard to get. Now, however, the picture is somewhat brightened, and most manufacturers are able to maintain supplies at about 70 per cent of prewar stocks.

At present, the larger plants are well equipped and ingenious machinery has been developed. The smaller factories, unfortunately, are not so well situated. It will be necessary to develop increased export trade so that sufficient dollar volume can be reached to purchase new equipment and supplies. Moreover, there are approximately 300 wholesale and retail manufacturing concerns in Holland, 30 of which are of good size. National demand needs but about half of these, and this further necessitates increased export.

During the prewar era, The Netherlands maintained a high standard of confectionery manufacture and had little to fear in competition in the 90 countries to which she exported. Even during this period, however, high duties abroad presented grave problems to the manufacturer and export prices fluctuated violently. Now, in many instances, the duties are still higher. This offers a problem of prime importance and may, unless compensating means can be developed, be a hindrance to post-war expansion. However, persons interested are looking forward to an excellent future for confectionery manufacture in The Netherlands, and are confident they can meet and defeat the present problems.

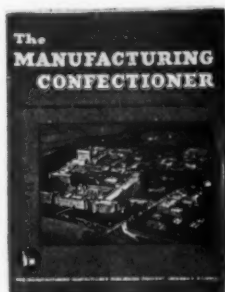
The supply to civilian demand has yet a long road to travel. At the present time there is strict rationing with only women and children being issued stamps for confections. The quota for a two-week period is 2 *ons*, which is less than one-half pound in the United States.

Selling the Confectionery Market

Use these "single interest" magazines which select your market accurately either for manufacturing or merchandising.

The Manufacturing Confectioner

• **EDITORIAL CONTENT**—The Manufacturing Confectioner has the single purpose of serving candy manufacturers. Every issue is packed with "meat" for the owners, production managers, and candy technicians who control candy plant purchases.



Creative services to confectioners are such departments as "The Candy Clinic," "The Candy Packaging Clinic" and "The Manufacturing Retailer" with its formulas.



• **READER INTEREST**—Readers pay for The Manufacturing Confectioner, and accord it the highest renewal percentage (87%) in our field. Pass-along circulation is encouraged by specialized departments. Every issue is so balanced that at least one article serves the executive responsible for each candy plant function. Thus penetration to all buying points is promoted.

For 25 years, The Manufacturing Confectioner has been recognized as "the Technical Magazine of the confectionery industry." It has led in the volume of pages devoted to articles on ingredients, production methods, packaging, management and labor. Its editorial objective is not only to report industry progress, but to contribute to that progress with planned series articles that help to solve basic and current industry problems with facts and knowledge.

• **COMPLETE MARKET COVERAGE**—A.B.C. audit shows 1624 candy manufacturers and their personnel as paid subscribers as of June 1946. Since then paid subscribers have gone to 2345 as of October 1946.

Supplements and Directory

CANDY PACKAGING—is reprinted in individual magazine form from the "Candy Packaging" and "Merchandising" sections in The Manufacturing Confectioner. It is issued quarterly to a picked list of men in the big plants whose special interest is packaging. Advertisers in the February, May, August and November issues of The Manufacturing Confectioner appear in the supplement without extra charge.

CANDY EQUIPMENT PREVIEW—is a department appearing in the January, April, July and October issues of The Manufacturing Confectioner. Reprinted as an individual supplement, including the advertising of machinery and equipment in those issues, it is sent to selected plant engineers and machinery buyers in the large factories. The "Preview" is constructive publishing on candy machinery and wins exactly the

right reader interest to support machinery advertising.

THE BLUE BOOK for Manufacturing Confectioners—This great directory of machinery, raw materials and packaging supplies used by candy manufacturers is a proud accomplishment of The Manufacturing Confectioner Publishing Company. Its advertisers are the important supply firms of the candy industry.



Candy Merchandising



For Jobbers and Wholesalers—This digest sized magazine is designed to help candy manufacturers strengthen relations with volume candy buyers during the post-war market-readjustment period. Jobber-Manufacturer relations have never been so important, nor the need for goodwill and understanding so great.

• **MARKETS REACHED**—10,000 copies of "C.M." have controlled, free distribution to Candy, Drug, Grocery and Tobacco Jobbers, Department and Chain Store Buyers and other case lot buyers—a complete coverage of the wholesale buyers.

• **EDITORIAL CONTENT**—Modern in format, and dedicated exclusively to the merchandising problems of the jobbers who normally handle \$500,000,000 worth of Candy, Candy Merchandising has a sound, four-point editorial program which insures reader interest: (1) candy facts, (2) merchandising methods, and (3) seasonal trends. The winter Directory Issue gives full (4) where-to-buy information.

THE CANDY BUYERS' DIRECTORY—is the Winter issue of Candy Merchandising. It contains lists of wholesale manufacturers, classified by 50 or more types of candies. It is the only published source of "where-to-buy-candy" information. For 14 years 9,500 candy jobbers and volume buyers have depended upon this "who's who" of the candy industry.



THE MANUFACTURING CONFECTIONER PUBLISHING CO.

Publisher: Prudence W. Allured,
400 W. Madison Street, Chicago 6

Eastern Office: Wm. C. Copp, Mgr.
303 W. 42nd Street, New York 18

A Working Formula:

Candied Cherries

TTrue maraschino cherries are a type of candied marasca cherries in a true maraschino cordial, says A. E. Staley Manufacturing Co., Decatur, Ill. This is merely a special variant of candied cherries. The bulk of the commercial pack is better known as the maraschino type Cherries.

The trade definition of maraschino type cherries is: "The sound, firm, pitted flesh of the cherries prepared from the clean, sound, matured, sulphured and/or brined fruit, from which the sulphur and brine are substantially removed, then packed in sugar syrup of not less than 22° Baume, as determined after osmotic equilibrium has been established, with or without harmless added flavors and/or certified or vegetable colors." The cherries should not contain over 350 parts of sulphur dioxide per million.

Before the war many of our maraschino cherries came from France. The name, *maraschino cherries*, itself, was formerly the term exclusively applied to the marasca cherries preserved in maraschino, says Arthur D. Herrick, in his *Food Regulation and Compliance*. These are a small variety of the European wild cherry indigenous to the Dalmatian mountains. By 1940 it was conceded by the Food and Drug Administration, however, that the name had lost its geographical significance and had acquired widespread acceptance "for a product consisting of cherries which have been dyed red, impregnated with sugar, and packed in a sugar sirup flavored with oil of bitter almonds, or similarly. The title, *maraschino cherries*, it was decided, "might be regarded as the common or usual name for the latter article and could, in consequence, be employed to designate it."

Good quality in cherries is indicated by bright, fresh appearance, plumpness, and good color, says Saul Blumenthal, in his book, *Food Manufacturing*.

Well-matured cherries are plump, fairly firm, well colored for the variety, juicy, and usually have a well-developed flavor.

Immature cherries, on the other hand, are usually smaller than the average ripe cherries. They are also frequently hard and of poor color, lacking in juice, and likely to be very acid.

Over-mature or stale fruits generally have a soft, dull appearance. They often are more or less shriveled and may be leaky. Such fruit is wasteful and costly. Close examination should also be made for injury by worms.

Mr. Blumenthal also reports that decay in the form of small brown, circular spots is sometimes found. Wherever possible, he advises, it should be avoided. Damp, stained, leaky boxes often indicate decay and other forms of damage. Bruised or mechanically injured cherries are not desirable. Molds which develop readily at the point of injury may affect quality.

Stems of cherries which are to be sold for use in cocktails, writes Alma Austin, in *The Romance of*

Candy, are left on the fruit. Removed stems, however, are dried out and, before the war, were shipped to Belgium for use in manufacture of a certain chemical. Pits are collected and used as fuel.

A process which has given good results in the manufacture of maraschino type cherries follows. It consists essentially of six different steps:

- 1—*Bleaching* for about two weeks in 0.5 per cent solution of sodium meta bisulphite, or 0.3 per cent solution of sulphurous acid, or a great number of other bleaching solutions.
- 2—*Stemming and Pitting*: This is usually done by machine stemmers and pitters.
- 3—*Bleaching*: The removal of sulphur dioxide is accomplished either by bleaching in hot water or by use of chemical agents such as hydrogen peroxide.
- 4—*Dyeing*: The cherries are dyed usually with coal tar dyes such as Ponceau-3-R or Erythrosine. The dye is set by heating the cherries in the color solution and adding a weak acid.
- 5—*Syruping*: A heavy stock syrup is prepared containing the desired "Sweetose"—Sucrose ratio. Present observations indicate that for maraschino cherries, any ratio up to 100 per cent "Sweetose" may be used. The fruit is covered with a syrup of 25° Brix and a small quantity of citric acid solution in order to keep the pH at a point required by the coal tar dyes. Bring the fruit to the boiling point in the syrup, and continue simmering for about ten minutes. Set aside the syrup and drain the following day, adding enough of the heavy stock syrup to increase the density by 5° Brix. Repeat this procedure until the syrup reaches a density of 60° Brix, increasing each time by 5°.

Commercial preference varies. Some manufacturers heat the syrup each time they add to the cherries; others prefer a cold process. Care must be taken that the sugar concentration is gradually increased, in order to prevent shriveling. Some manufacturers boil the fruit with the new syrup each time for three minutes after each increase.

- 6—*Flavoring*: The final syrup is flavored with imitation maraschino cherry flavor. The fruit is heated in the flavored syrup to boiling, then packed in glass jars or cans.

Cans are sterilized for ten minutes at 212° Fahrenheit. Glass jars are pasteurized (depending upon the size of the bottles) for from 40 to 55 minutes at 175° to 180° Fahrenheit.

Maraschino cherries which are sold to the baker trade are not packed in syrup. After the fruit is saturated with sugar at 60° to 65° Brix, it is drained and dried, either at atmospheric temperature or in drying rooms.

Cherries packed in 60 per cent "Sweetose" were excellent in texture and taste. Although the osmotic pressure is quite high, it has been found that cherries impregnated with straight "Sweetose" solution did not shrivel.

The existing results were obtained under rough factory conditions, but they seem to indicate that 60 per cent to 100 per cent "Sweetose" syrup may be used advantageously in the making of maraschino cherries which are packed in syrup or which are sold unglazed.

Gum Output Still Troubled

By WILLIAM N. SMALL

Industry Analysis Section
Office of Domestic Commerce

THE day when the millions of gum chewers can dash into the corner drug store or drop their pennies in the familiar vending machine and come away with the desired quantity of their pet brand of chewing gum is not yet at hand and may not be for some months. The difficulties that beset gum manufacturers during the war are still present in varying degree, and the outlook, though cheerier, is not yet rosy.

Civilian consumers who judged from the visible supply may have thought that the gum manufacturers were chugging along on only one cylinder during the war. The larger manufacturers, however, were busy packaging enormous quantities of rations for the armed services, and in addition it appears that the output of chewing gum in the earlier war years reached record heights. Output apparently declined somewhat in 1944 and in 1945 but was still at a high level.

Wartime Production Volume

Wartime per capita consumption by military personnel has been calculated at the rate of 630 sticks of chewing gum per year, compared with 77 sticks available to civilians. In contrast, per capita consumption in the United States in 1939 was estimated at about 104 sticks. It should be noted that certain segments of the civilian population, both in the United States and in other parts of the world, undoubtedly had indirect access during the war to a substantial percentage of the chewing gum sold in PX's and ship's service stores.

The most recent official information on volume of production, value of sales, and the quantities of the various materials used in the chewing-gum industry appears in the 1939 Census of Manufacturers. Since that time comparable figures are not available, and information is scattered and far from complete. Some trends are discernable, however.

Sales Trends

In 1939, the value of chewing gum—not including medicated—manufactured by the 27 establishments covered by the Census of Manufacturers amounted to \$58,291,159. Consumption of chewing gum in the United States in that year was estimated at 93,000,000 pounds with a retail value of \$114,000,000. According to market reports, combined net sales of the two largest gum manufacturers were \$49,800,000. In 1941, sales of these two companies climbed to \$55,900,000 and in 1943 to \$66,700,000. Sales for later years are unreported, but it is believed they declined somewhat in 1944 and 1945, though probably not below prewar levels. Chewing-gum prices are stable, being fixed by custom, so sales are a rather good indication of volume.

First-grade chicle, the gum base that comes principally from Mexico, Guatemala, and British Honduras, might be termed the chewing-gum manufacturers' most essential requirement. No fully satisfactory substitute has come to light. No acceptable substitute for sugar has appeared either and, in making chewing gum, sugar is used in much greater volume than chicle. Large quantities of

corn syrup, other crude gums, essential oils, and flavoring materials are also used.

The Census of Manufacturers recorded the principal ingredients used in 27 establishments in 1939 as follows: Sugar, 63,133,566 pounds; corn sirup, 16,453,369 pounds; chicle, 8,568,267 pounds; crude gums, 11,468,663 pounds. In addition, \$1,289,583 worth of essential oils and \$116,491 worth of flavoring extracts were used.

Supply Situation

Adequate supplies of gum base and sugar have been the chief production problem during the war and since its close. Sugar allocations would have been more troublesome but for the fact that sugar used in chewing gum made for the armed forces was not under quota. With the cancellation of army and navy orders, sugar has become a severely limiting production factor. For the first quarter of 1946, allocation of sugar was at the rate of 50 per cent of the 1941 base period. For the second and third quarters the rate was 60 per cent. Until the sugar situation improves, the chewing-gum industry faces continued restriction of output, for material reduction of sugar content in widely selling brands on which millions have been spent in advertising might jeopardize the future market.

Chicle Necessary

Other base gums are usually compounded with first-grade chicle, the prime requisite for a good piece of chewing gum, to produce the particular qualities desired. In prewar years, jelutong from Malaya and the Netherlands East Indies was imported in greater quantities than chicle, and used in conjunction with the higher priced chicle in chewing gum. When the Japanese occupied the far-eastern areas, supplies of jelutong were cut off. Production may revive in time, but other crops are more important. Some old stocks have been found and shipped recently, but new production in quantity is at least some months away.

Judging from the volume of jelutong received in the United States in the last few years before shipments were cut off, substantial stocks were on hand at the end of 1941. As these stocks declined, strenuous efforts were made to find replacements. Production of second-grade chicle in Central and South America was especially emphasized, since jelutong and second-grade chicle are virtually interchangeable in production of chewing gum.

Expansion of output in chicle areas is limited. To maintain continued production, trees cannot be tapped every year, and wet, favorable weather is necessary for a good flow of chicle. Nevertheless, production increased greatly in the 1941-45 period. Chicle receipts averaged 17,540,000 pounds a year, an increase of 67 per cent over the 10,475,000 pounds for the 1936-40 period. Imports in 1943 and 1944 reached record totals—in the latter year they amounted to 22,030,000 pounds. In 1942 and 1945 dry, adverse weather held production down.

With war closing in, jelutong arrivals amounted to 19,759,000 pounds in 1941, compared with the 1936-40 annual average of 16,349,000 pounds. The increased

give your sales
this flavor boost

ETHAVAN

The keener taste appeal of Ethavan* — Monsanto's Ethyl Vanillin — will give your products a flavor boost that goes a long way to maintain customer preference.

The flavor of Ethavan is more distinctive than that of vanillin — its aroma more pronounced, more pleasing. Its individuality "stays," when even products are subjected to high or low temperatures in processing. Because Ethavan is practically three times stronger than vanillin, it is more economical to use, even though higher in price.

Try Ethavan! Experimental samples will be furnished on request. Make your own tests, and see how you can give your sales a flavor boost . . . Contact the nearest Monsanto Office, or write: MONSANTO CHEMICAL COMPANY, Organic Chemicals Division, 1700 South Second Street, St. Louis 4, Missouri. District Offices in: New York, Chicago, Boston, Detroit, Charlotte, Birmingham, Los Angeles, San Francisco, Seattle, Montreal, Toronto.

*Reg. U. S. Pat. Off.



chicle output could not fully offset the loss of jelutong after 1941, and gum manufacturers found it necessary to seek other replacement gums. Imports of additional base gums suitable for use in chewing gum—including leche caspi, sorva gum, and others—increased considerably after 1941, averaging an estimated 7,174,000 pounds a year in the 1942-45 period.

In 1941-45 available supplies of chicle and other suitable imported gums averaged 27,231,000 pounds yearly, compared with the 1936-40 annual average of 26,824,000 pounds for chicle and jelutong. In the 1941-45 average the peak 1941 arrivals weigh heavily, but these large supplies were consumed, not at once, but over a period of many months. The leading chewing gum manufacturers normally carry large inventories, in which chicle and other gum bases are prominent items. These inventories increased considerably after 1939.

For 27 establishments, the Census of Manufacturers reported total inventories at the end of 1939 valued at \$16,595,398. Finished products were listed at \$926,892, and materials and supplies at \$15,668,506. Combined inventories of the two largest manufacturers, according to market reports, jumped from \$23,900,000 in 1941 to \$26,300,000 in 1942 and declined gradually to \$23,400,000 in 1945, compared with \$18,100,000 in 1940 and smaller amounts in previous years. Despite price increases in materials, these figures would indicate unusually large quantities of base gum on hand in 1942, and a gradual decline in these stocks thereafter.

About 8,933,000 pounds of chicle and 2,154,000 pounds of leche caspi were received in the United States in the first four months of 1946. This augurs well for future chewing gum output once sufficient sugar becomes available.

An American Industry

The chewing gum industry is largely an American institution. It is estimated that the largest United States manufacturer, here and abroad, produces almost 60 per cent of the world's output, while the next two largest United States companies together produce 35 per cent of the total.

The largest companies have a number of factories in foreign countries, and exports of chewing gum from the United States to areas served by these plants have dropped considerably in the past 20 years. Shipments now go chiefly to Latin America and usually amount to between two and three per cent of domestic output.

A number of new or previously not widely known brands appeared during the war and were available perhaps more often than the former leaders. They enjoyed good sales, for the huge, unsatisfied civilian demand insured sale of practically any kind of chewing gum. Some of these strange brands have disappeared. A few are still in evidence and are being pushed by advertising campaigns. They may offer the longer-established brands considerable competition even when conditions are more nearly normal.

The smaller requirements of the armed forces released more gum to the civilian public, but that public has grown as the services decreased, and the former service segment of the public no longer gets gum made with sugar outside of quotas. It is apparent, however, that chewing gum is now in better supply than during the war. Sugar is the present restricting factor, and it seems probable that when an adequate supply is available, there will be sufficient chicle and other base gums to provide chewing gum in ample quantities to all purchasers.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

6000 Analyses Show U. S. Candy Best

THE world's best candy is produced right here in the United States, judging from analysis of nearly 6,000 samples of candy from all over the world during the past 15 years for the "Candy Clinic" of THE MANUFACTURING CONFECTIONER. And that applies also to solid chocolate goods.

I realize, of course, that tastes differ in all countries; yet, I feel, the above is a safe statement.

For instance, the English manufacturers say that our peppermint flavors do not compare with theirs. Yet, we use a far better and more expensive peppermint oil, in general, than do the British. While their oil has a menthol flavor, ours has a clean peppermint flavor. Only a few manufacturers in the United States use a cheap peppermint oil with a strong menthol flavor. It should be noted, also, that I use peppermint oil only as an example, for it is one of the most popular flavors in this country.

Through the years of examining all types of candy for the "Candy Clinic," I can state with assurance that flavors should be given more attention in the manufacture of confectionery. Some of the finest pieces of candy are inadvertently spoiled by use of poor flavors. Especial care should be taken that the flavor selected should do justice to the candy produced. Some excellent flavors are made in this country, and flavor manufacturers employ the services of splendid technicians who have con-

By ERIC LEHMAN
Candy Clinic Superintendent

centrated extensively on improvement of the taste of candy. Rather than jeopardize the taste and acceptance of a given candy, it is wise to consult these men for suggestions and help. And, in no case, let price spoil fine candy.

Chocolate coatings, I must say, are next in line for careful consideration. Nor am I talking about chocolate coatings as made during the war or since we have been "quoted" on cocoa beans.

Varying Quality Centers

About 12 to 15 years ago, some manufacturers started to make extremely inferior coatings; and, in certain instances, some of these inferior coatings have been found on bars analyzed in the "Candy Clinic." These were particularly noted in the three-to-four-ounce nickel bars. On the other hand, we found some very fine centers in many of these bars. It was thus especially unfortunate that poorly-selected coatings lowered the eating quality of the bars.

Although milk chocolate was not frequently found on ingredient seals or wrappers, cases were noted in which some manufacturers ill-advisedly used inferior coatings resembling milk chocolate but with a flavor distinctly different. In extreme cases, some manufacturers cut costs to an unwise extreme and merely

"washed" their bars with milk coating.

Bar centers, also, should be given careful attention. During the war, various firms utilized inferior centers that lacked flavor and contained all kinds of flours and cereals. These centers on occasion were so tasteless and coarse that purchase of a second bar by a consumer would appear doubtful. Short-sighted manufacturers who came out with "new" bars and peppermint patties at 1.25 ounces, while better standard houses continued to put out high quality bars at 1.75 ounces to 2.25 ounces because of OPA, we will pass over entirely.

Hard candies are next in line. It did not take long for some foreign producers to discover they could sell large quantities of hard candies in the United States and they seized the opportunity. Although a great number of samples of these candies were sent to me for analysis and pricing, they represented, in general, the poorest quality of hard candies examined. Faults found included: no gloss, rancid flavors and taste, poor colors. Many foreign candies, in addition, did not appear to have any flavor in them at all and also contained a small amount of acid. So great was the civilian demand for candy, however, that some of this candy actually came to be sold in otherwise high grade retail stores in some of the nation's largest cities as high as 80 cents a pound. Some improvement has been noted in foreign hard candies, it is true, but

it is evident they will never compare with the hard candies made by good manufacturers here in the United States.

Taking advantage of the extreme shortages in the American candy supply, packages of assorted chocolates made by some manufacturers, likewise, proved of unwarrantably low quality. A number of such firms, who never before had put out a box of chocolates, turned to producing boxes at a dollar a pound, for example, that analysis showed are decidedly inferior to boxes selling before the war at 29 cents a pound. In the same ill-advised manner, some

firms have produced chocolates priced at three dollars a pound with extremely poor centers and flavors and with coatings actually not equal in quality to those found on nickel bars.

Fortunately, however, this indictment does not apply to the confectionery industry as a whole. Analysis during the 15 years shows that many of the old-time manufacturers have kept up their famous quality even at the cost of taking a short profit.

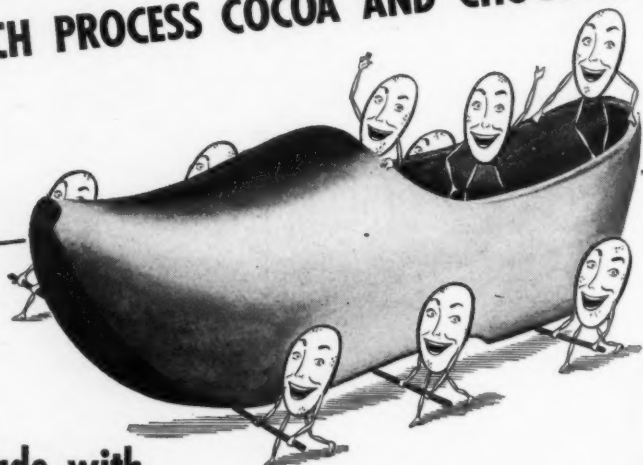
It is—happily—in these manufacturers that the answer to the demand and supply situation appears, we

feel. For now that candy has been decontrolled, these constantly reliable manufacturers can raise their prices and realize a reasonable, living profit. Along these lines, we are anxious to see what some of the other manufacturers are going to do about prices on their dollar and higher priced pound boxes. It is certain, we feel, that many of these new packages are destined to have a short life unless their quality is vastly improved. Shortages will not continue forever, nor can the consumer be fooled all the time.

The "Candy Clinic" of THE MANUFACTURING CONFECTIONER has analyzed nearly 6,000 candy samples in the past 15 years, and its detailed, impartial analysis have merited considerable attention from manufacturing confectioners everywhere in the world. The samples have been purchased by staff shoppers or sent in for analysis from all parts of the country and the world itself. Representing a considerable cost, the analyses are designed as a service to the industry and are made exactly as we find them, to help manufacturers produce the best confectionery possible.

With this thought in mind, it is suggested that candy manufacturers

We're Headed For The Best DUTCH PROCESS COCOA AND CHOCOLATE



Made with

High Grade **SOLVAY**
TRADE MARK REG. U. S. PAT. OFF.

Potassium Carbonates

In developing the full flavor of "Dutch Process" Cocoa and Chocolate, pure, high grade potassium carbonates must be used. SOLVAY Potassium Carbonates are the choice of leading manufacturers. For sure, even quality and purity, specify SOLVAY Potassium Carbonates.

Available in:

Calcined	99-100%
Hydrated	83-85%
Liquid	47%

"CONTROLS THE QUALITY AND PURITY OF YOUR CHOCOLATE AND COCOA"

SOLVAY SALES CORPORATION

*Alkalies and Chemical Products Manufactured by
The Solvay Process Company*

40 Rector Street

New York 6, N. Y.



WE WANT TO BE YOUR SUGAR DADDY

We won't promise you any diamond bracelets, limousines or minks . . . but you can bet your life we'll tackle your sweetening problems efficiently. Call on us whenever you want help in the sugar department.

**BETTER
SUGAR
SERVICE**

**FUCHS
& COMPANY**

NEW YORK

96 WALL ST. Bowling Green 9-7171

PHILADELPHIA

465 DREXEL BUILDING Market 5258

themselves are in a position to make certain of the quality and condition of their candy when it reaches the buying public. A manufacturer may turn out a fine product, but if he does not follow it after it leaves his plant his candy may not reach the consumer representative of the quality and effort he has put into it. It is thus recommended that the manufacturing confectioner also buy his products in carefully selected sample areas throughout the country after they have been out a given time. This is precisely what the "Candy Clinic" does, and its reports—all made in strict confidence to manufacturers—have been thankfully received by confectioners, equally so when good or bad findings have resulted.

Constantly Checking

I personally know of one manufacturer who ships his candies all over the country and seldom receives a complaint as to their quality or condition. His solution is constant check of quality, production of fine goods, with good materials, and utilization of carefully planned and well balanced formulas. Over a

period of years, his house has seldom changed a formula. The same fine record can be achieved by all candy manufacturers.

As a checklist for candy manufacturers, a recapitulation of to-be-avoided faults as found in other analyses follows:

Cream centers in both bars and packages vary extremely in quality. One producer may make a fine cream center from, let's say, a 80-20 fondant; another manufacturer will make a center that consists of the same fondant but it is tough, dry, and often untasty when it reaches the consumer. This is, of course, regrettable. Yet it must be said that the candy manufacturer either is careless or does not know the condition exists. And this, naturally, applies to all candies.

Caramels, toffee, and chewy centers also deserve special attention. With unfortunate frequency, analysis have discovered these centers to be hard, tough, and even containing a strong scrap taste.

Nougatines, on occasion, have been found replaced with a white, chewy center similar to salt water taffy.

Marshmallows have been found at

times to have become either dried up and sandy or very coarse and tasteless.

Jellies have been found that are extremely tough and difficult to eat.

Hard candy blossoms, it appears, have a minute quantity of filling or a filling too hard for pleasant eating.

Nut brittles have, in many cases, the same failing.

Chocolate dipping, both hand and enrober, has been found to be carelessly done on some candies. Thin bottoms, little gloss, and strings that can hardly be seen are among the faults noted.

Miscellaneous Analyses Of Candy Samples Tested

CODE 12A46

**Marcipan Bar—About ¾ oz—
No price stated**

(Sent in for Analysis No. 4503)

Appearance of Bar: Good. Cellulose wrapper, printed in yellow.

Coating: Light: Fair.

Center: Color: Good.

Texture: Good.

Taste: Rancid.

Remarks: Center is not made right. We have examined Almond Paste and Kernel Paste bars that were

BUSINESS SENSE TELLS YOU—"BE NUTTY"!

Candymaker awed by vast demand for ALMOND candies!



Own business sense tells him he's missing a sure bet!



Calls salesman from California Almond Growers Exchange and learns!



With almonds so popular—business sense tells you "buy the finest". And with Blue Diamond Almonds—each crisp kernel is graded, inspected and guaranteed to meet your needs. Yes—you can count on Blue Diamonds to help you sell your candy! They're great salesmen—*your kind!*



FROM THE VALLEYS
OF CALIFORNIA

CALIFORNIA ALMOND GROWERS EXCHANGE - SACRAMENTO, CALIFORNIA

1. Lots of Blue Diamond Almonds—the kind folks are HUNGRY for!
2. Grown in California—so you get Blue Diamonds, but FAST!
3. Specially graded—for your candymaking needs!
4. No dust—no bitters—in clean Blue Diamonds!
5. Blue Diamond Almonds fit into almost every candymaking plan!
6. Blue Diamond goodness is a "natural salesman" for candy!

over a year old and they had not turned rancid. Suggest formula be checked

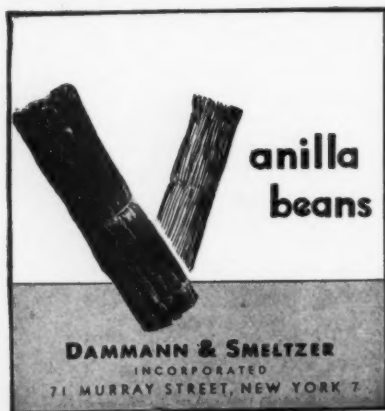
CODE 12B46

Peanut Nougat Bar—1½ ozs.—5c

(Sent in for Analysis No. 4504)

Appearance of Bar: Good.

Size: Good.



Wrapper: Glassine, printed in purple and silver.

Bar:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best peanut nougat bar that the Clinic has examined in some time.

CODE 12D46

Assorted Chocolates—370 grams—no price stated

(Sent in for Analysis No. 4502)

Appearance of Package: Good.

Box: One layer type, red embossed paper top, name embossed in gold.

Appearance of Box on Opening: Bad.

Chocolate Coating:

Color: Light.

Gloss: None.

Most all pieces had bloomed.

Strings: Fair.

Taste: Fair.

Centers: Chocolate paste.

Color: Good.

Texture: Good.

Taste: Rancid.

Metal Cup: Almond paste.

Center: Color: Good.

Texture: Good.

Taste: Slightly rancid.

White Center: Very hard, also dry: not fit to eat.

Almond paste Center: Color: Good.

Texture: Good.

Taste: Slightly rancid.

Chocolate Paste and Cream: Color: Fair.

Texture: Hard and dry, not fit to eat.

Peppermint Cream Wafers: Color: Poor.

Texture: dry and tough.

Flavor: Fair.

Foil Wrapped Chocolate paste:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: We suggest the manufacturer send another box as the candy in this box was very old and most of the pieces were untasty.

CODE 12C46

Peanut Chew Bar—1½ ozs.—5c

(Sent in for Analysis No. 4505)

Appearance of Bar: Good.

Size: Good.

Coating: Light: Good, for a 5c bar.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: One of the best peanut chew (Please turn to page 69)

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and

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**Natural Flavor
BLACK CHERRIES**

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How to get **ALL** the fine flavor of the Mexican Vanilla Bean

Aromanilla—the improved vanilla concentrate—
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actually ripens in the finished goods.

In our 45 years of making fine vanilla flavoring (and nothing else!) we have found Mexican Vanilla Beans to be by far the finest source. However, these beans, like any other vanilla beans, contain a few flavoring elements which dissipate under baking and freezing temperatures.

So, in making Aromanilla, these more sensitive solids of the bean are replaced with similar but sturdier flavoring solids from vegetable sources. Thus, when you use Aromanilla, all the flavoring elements remain intact through the oven, kettle or freezer. Your finished goods will have the full

balance, the mellow richness of the Mexican Vanilla Bean.

Why not try Aromanilla now? We are so sure that it will help improve the palate-appeal of your goods that we are offering a trial supply with a money-back guarantee. Place your order by using the coupon below; and if, after using Aromanilla, it doesn't meet with your approval, return the unused portion collect and we'll gladly refund your money.



PALATE-APPEAL
the subtle insistence
of balanced flavor,
that makes a cus-
tomer eat more.

TRIAL OFFER

I'd like to try Aromanilla under money-back agreement as explained above. Please place my trial order for:

- ☐ 1 pint concentrate (= 2 gals. Ready to Use*) \$ 8.00
☐ 1 gal. concentrate (= 16 gals. Ready to Use*) 52.00
 * Dilute with water.

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 Company.....
 Street.....
 City..... Zone..... State.....
 B-4



Pioneers in Egg Dehydration, we offer the Confectionery Trade first quality Albumen in the following forms:
 FROZEN WHITE • FLAKE ALBUMEN • POWDERED ALBUMEN
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Send for samples!

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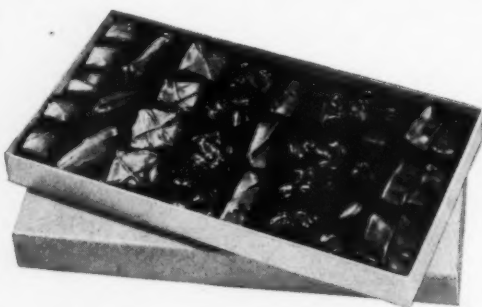
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Help make candy

Extra DELICIOUS

Extra SMOOTH

Extra NOURISHING



KRAFT MILK PRODUCTS

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WCSA Holds 32nd Annual Convention: Meets at Hotel Sherman in Chicago

THE 32nd annual convention of the Western Confectionery Salesmen's Ass'n being held December 5-7 at the Hotel Sherman in Chicago is the first convention of national scope to be held by the association since decontrol of vital raw materials and prices, says Walter A. Rau, WCSA secretary-treasurer.

Anticipating a more abundant supply of candy, it is felt the convention will be of utmost importance. The WCSA is one of the largest organizations representing candy salesmen and brokers, and its members travel in every state. The convention program follows:

THURSDAY, DECEMBER 5

10:00 a.m.: Registration in Room 118.

2:00 p.m.: Opening session in West Room.

FRIDAY, DECEMBER 6

10:00 a.m.: Session in West Room.

2:00 p.m.: Session in West Room.

3:30 p.m.: Opening meeting to which all candy salesmen, brokers, and manufacturers are invited. In West Room. Guest speaker: James F. MulCahy, NCA's merchandising director, whose subject will be "Balanced Selling for Merchandising Candy."

7:00 p.m.: Annual gala stag party in Grand Ball Room. Speakers include: Robert H. W. Welch, Jr., NCA vice-president and vice-president and sales manager of James O. Welch Co., Cambridge, Mass.; and C. M. McMillan, executive-secretary of the National Candy Wholesalers Ass'n, Inc. Mr. Welch's talk will be "It's Our Ball." Mr. McMillan will discuss NCWA.

LADIES' PROGRAM

1:00 p.m.: Luncheon at the Lake Shore Club. Guest speaker: Florence Bourke Ellis, prominent book reviewer and humorist.

SATURDAY, DECEMBER 7

10:00 a.m.: Final business session in West Room. Election and installation of officers.

7:00 p.m.: Annual dinner dance.

Election and installation of new officers will take place at the final business session on Saturday. Candidates for the 1947 slate are as follows: For president, Bernard A. Hirsch and A. E. Erickson; for 1st vice-president, Lester E. Netterstrom and L. J. Maschka; for 2nd vice-president, Henry J. Blommer, Felix D. Bright, James A. Hasburgh, O. T. Wolin and J. J. Zachary; for secretary-treasurer, Walter A. Rau and Jack Rubey.

Present officers are: Jos. H. Kenworth, president; Bernard B. Hirsch, vice-president; Lester E. Netterstrom, 2nd vice-president; Walter A. Rau, secretary-treasurer.

Members of the convention committee are: Warren B. Durgin, chairman, Robert N. Amster, E. Wendell Brooks, Axel W. Carlson, A. R. Casebolt, Fred W. Findeisen, Geo. W. Gronberg, Sydney Z. Hoffmann, Arnold Langher, Ben P. Lindberg, Gilbert J. Long, Lou Leckband, Adolph Loeb, J. D. McLean, Max J. Pinski, Jack Rubey, Chas. A. Schweik, Edw. W. Scott, Ralph Unger, and Norman Van Bramer.



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the "butter-like" taste in your candies**

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- Prevents rancidity resulting from fat content
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- Is adaptable to all recipes
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Your inquiry is invited. When writing ask for our kitchen-tested recipes.

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New High Speed SPECIALITY NUT ROASTER

SAVES $\left(\frac{1}{2} \text{ the labor} \right.$
 $\left. \frac{1}{4} \text{ the fuel} \right.$
 $\left. \frac{1}{8} \text{ the roasting oil} \right)$

IMPROVES $\left(\begin{array}{l} \text{Quality} \\ \text{Appearance} \end{array} \right)$

Two Bags—250 Pounds of Nuts—Every 12 to 15 Minutes!

Fourteen years of development work have produced this new high-speed, two-bag SPECIALITY NUT ROASTER. Nuts start to roast immediately when immersed . . . they absorb less oil and therefore are crisper and tenderer. High speed roasting gives the oil no chance to break down . . . there is no discarded or scrap oil . . . filtering is not necessary . . . and the oil when properly rotated stays like new. Production rate is sufficiently high to permit the use of a quantity of oil equal to the capacity of the unit in one day. Particles settle into skillfully designed cold zone where they cannot burn and can easily be removed.

SPECIALITY COOLING TABLES designed to cool the nuts and keep up with the roaster. WRITE TODAY FOR FULL INFORMATION.



TWO-BAG UNIT

Floor space required: 51½" deep, 72" wide.
Heights from 53½" (regular) to 36".
OTHER FRYERS FOR OTHER PURPOSES

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America's Gift to the World

Most of the world has gotten a new conception of candy since the American service man spread slang, swing and confectionery around the globe. Until then, most foreign candy was either so expensive only the rich could afford it or so bad not even the poor would touch it.

Fine quality candy at a low price is strictly an American idea, founded on the American candy manufacturer's wide and intelligent use of corn syrup, confectioners starches and dextrose sugar.

★ CONFECTIONERS STARCHES ★

★ CONFECTIONERS CRYSTAL 3 STAR CORN SYRUP ★

★ CEREOSE . . . DEXTROSE SUGAR ★

Corn Products Sales Company • 17 BATTERY PLACE • NEW YORK 4, N. Y.

SEASON'S GREETINGS



Christmas, 1946

Dear Friend:

One of the things we like best about Christmas is the fine opportunity it gives us to extend warm and friendly greetings to all our friends.

Throughout the year, we have shared many burdens together. This, we feel, has brought us all closer together than ever before. It adds a deeper meaning to Christmas itself.

In the year which lies ahead, we are sure that we, working together, will be able to make it a wonderful year. Certainly, we can assure you that all our efforts will be aimed to that purpose.

Sincerely yours,

POLAK & SCHWARZ, INC.

C. J. Jackson

Sales Manager

POLAK & SCHWARZ, INC.

667 Washington Street, New York 14, N. Y.

September Dollar Sales Up 9% Over Last Year:

\$445,000,000 Estimated Earned in 9 Months

MANUFACTURERS' dollar sales of confectionery during September were up 9 per cent over September of last year and 16 per cent over August of this year, reports J. C. Capt, director of the census. For the first three quarters of the year dollar sales were 1 per cent under those of the corresponding period of 1945. Data are based on reports from 293 manufacturers located throughout the country.

Total candy sales by all manufacturers in the country for the first nine months of this year are estimated at about \$445,000,000.

September sales in pounds, as reported by 128 manufacturers, were down 1 per cent from last year, but the dollar value increased 7 per cent. The rise in dollar sales was due principally to an average price increase of 2 cents per pound, from 24.8 cents to 26.8 cents. Comparing the first 9 months of this year with the corresponding period of 1945, poundage sales were off 7 per cent whereas dollar sales remained at about the same level as in 1945.

Manufacturer-Retailers Up 2%

According to the analysis dollar sales for manufacturer-retailers and "other manufacturers" in September 1946 showed increases of 9 and 14 per cent respectively over September of last year while sales of manufacturers of chocolate products competitive with confectionery dropped 6 per cent. In the month-to-month comparison, September with August, manufacturers of chocolate products competitive with confectionery were up 43 per cent, and "other manufacturers" 13 per cent. Manufacturer-retailers reported a decline of 14 per cent. For the year-to-date comparison, the first 9 months of this year compared with the corresponding period of last year, dollar sales of manufacturer-retailers were up 2 per cent; manufacturers of chocolate products competitive with confectionery were up 11 per cent; however, sales of "other manufacturers" decreased 4 per cent.

The September 1946-September 1945 comparison of dollar sales of "other manufacturers" by areas revealed substantial increases in most areas, Iowa-Missouri leading with an increase of 69 per cent, followed by Minnesota-North Dakota-South Dakota-Nebraska with 40 per cent. Three areas reported decreased sales, Washington-Oregon, off 28 per cent, Virginia-West Virginia-North Carolina, 12 per cent, and New York, 4 per cent. Comparing September with August, the usual seasonal upward trend was noted in most areas, with the most pronounced gains being reported in the Iowa-Missouri area, 124 per cent; Minnesota-North Dakota-South Dakota-Nebraska, 59 per cent; and Massachusetts 38 per cent. The Ohio-Indiana and Washington-Oregon areas remained at approximately the same levels, whereas Pennsylvania, New York and the Virginia-West Virginia-North Carolina area reported decreases in sales of 3, 6, and 9 per cent, respectively. Four of the five states which account for the major portion of dollar sales reported the following decreases for the year-to-date 1946 over 1945: Illinois, 1 per cent; California, 2, per cent; New York, 10 per cent; and Pennsylvania, 17 per cent. In contrast, Massachusetts reported a 4 per cent increase in sales.

• Official representatives of all major sugar using groups are conferring in Washington on ways to ease the critical shortages for the 1947 period.

**"Chocolate Bits" Popular with Consumer;
Survey Reveals Percentage Breakdown**

A RECENT survey conducted by the INDIANAPOLIS STAR reveals the popularity of chocolate bits for use in home meals. In spite of the shortage of chocolate on the market, the survey indicates 48 per cent or 67,401 home cooks in the Indianapolis area use bits whenever they can get them.

Preference indicated by the survey shows Nestlé serving 50.1 per cent or 33,767 families. Rockwood has consumer preference of 22.6 per cent or 15,233 families. Hershey is third with 13.1 per cent or 8,830 families. Baker is chosen by 5.2 per cent or 3,505 families. Toll House retail distribution rates 3.9 per cent or 2,629 families.

Twelve other brands listed in the survey account for a total consumer preference of less than nine-tenths of 1 per cent. 4.2 per cent or 2,831 families have no preference, probably the result of supply difficulty.

At the time the survey was made Nestlé had 35.5 per cent independent grocery store distribution; Rockwood 23 per cent; Hershey 2.5 per cent; Baker 1.5 per cent; and Toll House 1 per cent.

This distribution is not constant, however, because supply and delivery have been spotty. Most grocers said they would take nearly every brand they could get, and that any brand on the shelf would move quickly.

A study made within income groups indicates users fall off sharply from high to low. The \$50-and-up rental group shows 61.6 per cent or 21,068 families. The \$40 to \$50 bracket has 55 per cent users or 16,187 families. The \$30 to \$40 rental group carries 49.3 per

cent or 15,091 families. And in the less than \$30 group there is 32.7 per cent or 15,055 families.

Of all families questioned in the survey, 67,401 or 48 per cent were users of chocolate bits, while 72,900 families or 52 per cent were non-users.

• A recent consumer survey issued by the Philadelphia Evening Bulletin, in which consumer buying habits and preferences were established by means of a questionnaire answered by 5,094 families within the city limits, shows the following results regarding candy bars:

Candy Bars—Men-(73.6%)	
Hershey	60.4%
Nestlé's	8.4%
Milky Way	7.6%
Candy Bars—Women and Children-(79.6%)	
Hershey	63.0%
Nestlé's	8.5%
Milky Way	6.9%

• Average weekly earnings in confectionery manufacture for August were \$34.83, the U.S. Dept. of Labor reports. This 3.7 per cent up from July, 1946, and 15.5 per cent up from August, 1945. Average weekly hours worked total 39.6, up 3.0 per cent from July, 1946, and 0.2 per cent from August, 1945. Average hourly earning were 85.9 cents, up 0.8 per cent from July, 1946, and 15.2 per cent from August, 1946.

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**THE SENSATIONAL COOLING TUNNEL BELTING
AS WELL AS THE MOST COMPLETE LINE OF BELT-
ING & SPECIALTIES FOR THE CANDY INDUSTRY
WISH ALL THEIR FRIENDS**

A Very Merry Christmas

and

A Happy & Prosperous New Year

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5303 No. Ravenswood Ave., CHICAGO 40, ILLINOIS



THE Manufacturing RETAILER



How to Select Efficient Candy Salesgirls

By CLYDE C. HALL
The Manufacturing Confectioner

SALES personnel in candy stores should possess distinctive sales personalities, be particularly careful in dress and personal cleanliness, and—if at all possible—never be transferred into the candy department from another department of the store, a special MANUFACTURING CONFECTIONER survey in retail outlets throughout the United States reveals.

Instruction of sales personnel in proper selling methods, sanitary handling of candy, and economical stock turnover was also almost unanimously recommended by the candy buyers in THE MANUFACTURING CONFECTIONER'S survey.

7 to 1 Ratio

Most candy buyers—a seven-to-one ratio, in fact—state they deem a definite "type" of sales person best fitted to sell candy. Although opinions vary among the individual buyers, consensus indicates the "ideal" type should be a neat appearing, soft-spoken, well-mannered girl. If the girl is not neat herself, the buyers feel, she will not keep her department neat and attractive, either.

Several chain store buyers indicate their ideal type is a tall, blonde, pleasant girl who has an intelligent look and will keep the customer's interest in mind.

Department store buyers indicate preference for a medium tall, slender girl between 18 and 35 years of age. One store with six girls in its candy department finds it preferable to have four of the girls between 17 and 22 years of age, one in the 30's, and one over 40. Basis for this age-group selection is that the store caters to many elderly customers who, the store feels, would rather be waited on by an understanding older person than by a younger clerk. A Chicago department store buyer, on the other hand,

feels younger sales girls are preferred by older customers in his store.

Personal cleanliness on the part of candy clerks is absolutely essential, the buyers all agree. Cleanliness not only invites sales, they feel, but it also prevents customers from not buying because of being afraid to have a certain clerk wait on them.

Dental Care Important

Teeth should be kept in good condition, also, to help counteract the ill-founded, adverse fetish on the part of some individuals that candy is harmful to the teeth.

To counteract also the similar fetish that candy will cause obesity, clerks should not be too heavy themselves.

Girls with an attractive complexion and fine skin are also recommended.

Wearing of nail polish by candy salesgirls does not have too great an effect on candy purchases, the buyers reveal. They do feel, however, that, if nail polish is worn, it should not be too vivid and should be put on properly.

Well Groomed Hair

Similar preference for conservatism in appearance is likewise indicated in the recommendation that girls have natural colored hair and keep it well groomed. Blondes are, in general, preferred because they seem to radiate cleanliness. Although wearing of hairnets is, in general, not mandatory, the buyers indicate the girls should so care for their hair that no loose hair falls on the counter, or on the candy and that no part of the hair itself touches the candy.

Buyers have definite opinions on the "special temperament" or "individual traits" to look for in hiring and working with candy sales girls, THE MANUFACTURING CONFECTIONER'S recent sales survey shows. The

replies indicate 87.5 per cent of the buyers prefer a girl with a "pleasant personality" and both a willingness and ability to learn "suggestive selling."

Typical answers to the question on desired temperament and traits also provide additional informative data as follows:

1.—"I like a girl who can look you straight in the eye when she is talking to you—one who can remember what you tell her five minutes later," a New York buyer states.

2.—"She should not be too quick to fly off the handle," says an Indianapolis variety store buyer.

Must Have Patience

3.—"She should be able to have patience with the customer," an Indiana chain store buyer suggests.

4.—"In addition to ability to learn suggestive selling without high pressure, the girl should be able to wrap neatly and quickly and be helpful to her customers," a Philadelphia department store buyer asserts.

5.—"She should have a decided ability to show merchandise at its best," says a Massachusetts buyer.

6.—"I find a rather high strung, nervous person makes a better clerk, as all our sales are built on speed and efficiency," a Seattle buyer indicates. "Until we are able to have more sales people this is the only type we can use for maximum results. This attitude, however, must also be combined with a fair degree of accuracy."

Transferring sales girls into the candy department from another department of the store meets with disapproval of fully 75 per cent of the buyers. Only 12.5 per cent feel that "it depends upon the individual girl herself," and the remaining 12.5

per cent either feel it is immaterial or have no opinion on its advisability.

Typical replies for *not* transferring girls include:

1.—“Positively no,” says a Philadelphia store buyer. “Neither regularly nor temporarily. Transferred girls usually are not satisfactory. A candy department has more work and detail than other departments have. Transfers usually gripe about too much work.”

2.—“No,” says a Washington buyer. “Frankly, in our store we have a caste system. The lovely, smart, young girls wish to become career women in a more important department. So we would rather have new girls from other stores or girls who are just beginning and train them ourselves.”

3.—“In most cases not,” asserts a Cincinnati chain store buyer. “Candy is a food and must be handled differently than other merchandise in the store.”

4.—“No,” replies a Syracuse, N. Y., buyer. “I find you can train girls better if they have had no contacts in the store. They adapt themselves better and are not always

telling you what was done in another department.”

5.—“No,” insists a Holyoke, Mass., buyer. “Transferred girls do not know enough about selling candy or about quality.”

6.—“No,” comments a Chicago department store buyer. “It might be satisfactory to transfer a girl from a grocery department into the candy department, but other girls do not prove satisfactory. Candy is a food that requires special handling, and the department also has a lot more work than other departments.”

Training Essential

Training in both “suggestive selling” and proper selling methods is unanimously recommended by candy buyers, the survey indicates. Although the buyers generally agree “pushing” and “high pressure” selling methods are ill-advised, they feel sales girls should be well enough informed to help customers make decisions through helpful suggestions.

“A careful explanation to the sales girls as to *why* they should suggest related items will usually help make sales,” is the suggestion—typical of

the answers received in the survey —of a Philadelphia buyer. “If you first sell the item to the sales girl and she herself is sold on the idea, she will sell the item to her customers,” another typical report, from an Ohio chain store buyer, suggests.

Other recommendations include:

1.—Employing interested sales girls who are intelligently instructed on merchandise.

2.—Training of sales girls through cooperative sales study.

3.—Displaying in large quantities items desired to move. When customers see pleasant sales girls handling large displays, buying interest is stimulated.

Emphasis on sanitary handling of candy is also unanimously recommended by the buyers. Although handling equipment, such as candy tongs, is difficult to obtain, the buyers generally insist unwrapped candy should not be handled by hand. If equipment is not available, candy—especially uncupped chocolates—should be picked up with protecting wax paper. Scoops should always be used for bulk candy. If the sales girl happens to be cleaning

ICE CREAM TOPPINGS

MARSHMALLOW
BUTTERSCOTCH
CARAMEL SUNDAE
MILK CHOC. FUDGE
BITTERSWEET FUDGE

Sennell's

warmest

“CHRISTMAS WISHES”

and

“NEW YEAR'S GREETINGS”

are extended to ALL OUR FRIENDS.

Christmas Message:
“Order your NEEDS . . .
. . . we'll do our BEST.”

STERLING PRODUCTS



FROM STERLING, ILL.

CANDY MAKERS' SUPPLIES

NOUGAT WHIP
HAND ROLL CREME
X-L CARAMEL PASTE
VAC-MILK
VAC-CREAM
BIG "3" JELL POWDER
BON BON SHINO

the cases, she should wash her hands before waiting on customers. Candy should also be handled to avoid bruising. The girls themselves should wear clean uniforms, carefully brush and file their nails, and afford an invitingly wholesome appearance. If hair nets are not worn, attractive

be designated as "cleaning day." No matter what happens, the cases are cleaned on the inside on that particular day. The outside, top, and glass doors are, however, cleaned daily. An Iowa chain store suggests a daily inspection and recording of findings on a chart. A Seattle de-

of negligence, asks the sales girl to come around to the front of the display cases and shows her their appearance as her customers see it. Another buyer asks negligent clerks if they would like to buy candy from a dirty case; the matter-of-fact question usually brings greater effort.

A Philadelphia department store also reports it emphasizes sanitation by giving all food clerks a medical examination on beginning employment at the store and a follow-up examination every six months by a resident physician.

Because of consumer eagerness for candy and the relatively short supply, turnover of stock is not—at present—the problem of before the war. Buyers generally feel, however, that clerks should be instructed to keep candy moving according to its freshness. Stocks received first should be so displayed and arranged that they can be sold first and be easily accessible from stacks and cases. Early reordering and continual knowledge of stocks on hand are also recommended. When fresh trays are brought up from stock rooms, check should be made that freshest

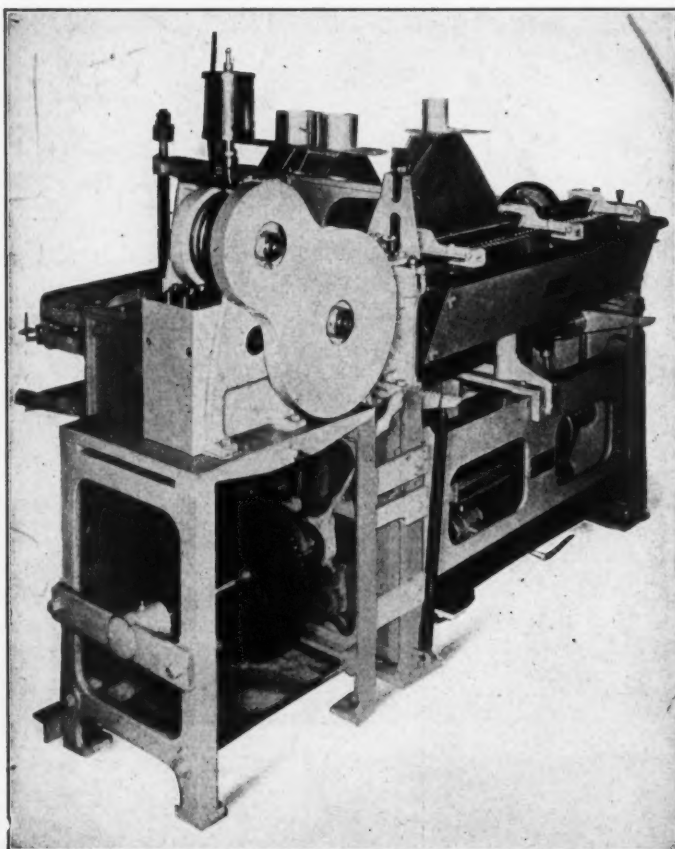
REPRINTS OF THIS SURVEY are available from THE MANUFACTURING CONFECTIONER at 20 cents each. As advance requests for this highly informative and valuable survey data are already extensive, readers are urged to send their requests as soon as possible. Please address, The Editor, THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Illinois. Special bulk prices will be sent on request.

head bands are suggested to help keep the hair in place and prevent it from touching or dropping onto the candy.

Maintenance of sanitary cases and displays is recommended according to plans found most suitable in individual stores. A New York store suggests one day each week

partment store assigns responsibility to specific girls for cleanliness and order of specific cases, tray, and jars. A Chicago department store recommends cleaning twice a week, if possible.

To impress upon sales girls the essentiality of sanitary displays, an Indiana variety store buyer, in cases



The Automatic Hard Candy Machine Model E

For producing all hard candies of
spherical shape.

Balls

Kisses

Barrels

Eggs

Olives, etc.

One operator spins direct to machine.
Capacities 3000 to 10,000 pounds.
Our Model E incorporates all the
developments of previous experience

A Ten to One Favorite.

John Werner & Sons, Inc.
ROCHESTER 13, N. Y.

**IF YOU'RE NOT GETTING
ALL THESE ADVANTAGES**

it's time you discovered

CULTURED
EXTRIN·AA·
THE NATURAL BUTTER REPLACEMENT



81.5% of those
who buy EXTRIN
buy it
AGAIN
and
AGAIN



1. A flavor identical with that of butter in taste, aroma and sales appeal. The cow is the source of both butter and EXTRIN.
2. A flavor that won't cook out or bake out. EXTRIN stays in.
3. A product made from natural, wholesome ingredients — not a chemical, not a synthetic. EXTRIN is made from sweet cream, sweet cream buttermilk, egg yolk, lecithin, salt and essential oils.
4. An economical flavoring. A 40-lb. tub of EXTRIN imparts as much true flavor as 6,400 lbs. of pure creamery butter. In flavoring cost, this, including your cost of shortening, is less than half the price of butter, no more than that of ordinary butter flavorings.
5. Dependable uniformity. EXTRIN'S strength and quality are always the same.
6. An easy-to-use flavor. EXTRIN requires no change in your formula or in your operations.
7. A product that will keep. EXTRIN is guaranteed to stay fresh for at least 6 months.
8. A product on which you take no chances. EXTRIN is sold on a basis of satisfaction-or-money-back.

If you are using a product that does not do for you as much as EXTRIN·AA·, you owe it to yourself to order an 8 lb. trial tub (sufficient for 2½ tons of dough) at our risk. Cost is \$18.90 f.o.b. New York. Your money back if not 100% satisfied.

EXTRIN FOODS, INC., 70 BARCLAY ST., NEW YORK 7, N. Y.

EXTRIN FOODS OF CALIFORNIA, INC.

5225 WILSHIRE BLVD., LOS ANGELES

candy is also kept until last in stockroom. Checking of regular stock sheets at least weekly is suggested.

Suggestions of sales girls should always be given appropriate consideration, the buyers agree. Personal review and discussion of such suggestions can frequently lead to attractive displays and valuable merchandising plans. Both suggestions and criticisms should be encouraged, the buyers state. If the idea cannot be adopted, the girl should be given a logical explanation for the reason. Important information also can be obtained from the sales girls on the quality of the candy being sold, on customers' opinions, and on service the store renders.

A Chicago department store buyer suggests sales girls be asked to jot down their ideas and suggestions on slips of paper as they occur and drop the slips in a box under the counter. Special forms should be avoided, as the girls often hesitate to make suggestions because of fear of filling out the form incorrectly. Informality should feature the notes, he also recommends, as many girls will shrink from attempting a formal or elaborate presentation because of the time involved and also because of diffidence.

'47 Market Outlook

(Continued from page 35)

output of 70.2 per cent was achieved by firms producing at least 10,000,000 pounds of candy a year. A tendency also was noted for lower-priced goods to be produced by larger operators and higher-priced goods by medium and smaller firms. Larger producers, also, frequently showed nationwide distribution of goods, while smaller manufacturers reported a relatively high degree of concentration in the local market area.

Candy Jobber

In the study of outlets, the survey finds the candy jobber for years has been the leading outlet for candy manufacturers. Only in the Northeast and North Central regions, however, have producers sold most of their output through this channel. Sales to jobbers represented 55 per cent of output of Northeast producers, 52.7 per cent of North Central, 32.9 of Southern, 22.4 per cent of Pacific, and 11.4 per cent of Mountain producers.

Chain stores represented 18.8 per

cent of national sales, with the Northeast and Pacific sections leading. Sales to retailers other than chains averaged 16.4 per cent. Producers sales to independents ranged from 11.1 per cent in the Northeast to 45.1 per cent in the South and 68.2 per cent in the Mountain area.



Thanks for Write-Up

Thank you kindly for your nice write-up of our product. We have had in mind for some time just the improvement you suggest on the setup and figure on the glazed box. We have had great difficulty in getting our orders filled for these boxes and, consequently, hope that the paper shortage will ease up soon. We can then ship more of this style package.

—Illinois

CONFECTIONER'S BRIEFS

• The Associated Retail Confectioners convention for 1947 will be held at the Drake Hotel, Chicago, May 25-28. Those planning to attend are urged to make reservations early, as there is no evidence that the housing shortage will be materially relieved by that time, Secretary W. D. Blatner suggests.



STANLEY LEWY (right) and **Richard Werth** (left) who were recently made district managers for the Universal Match Corp. They will serve at New Orleans and Cincinnati, respectively.

• The Dilling Candy Co., Indianapolis, is planning a novel sales campaign for the Indianapolis Industrial Exposition. The talk will be issued by an electronic device.

• Sales training classes for 40,000 to 50,000 salesmen of wholesalers across the nation are being planned by candy manufacturers and wholesalers, James F. MulCahy, NCA's merchandising director told meetings of candy executives in New York

and Boston recently. William H. Maichle, Beech Nut Packing Co., presided at New York and Richard W. Clare, New England Confectionery Co., at Boston.

The program is in anticipation of a rapid return to a highly competitive buyers' market and expanding sales. Efforts are being directed in the program toward increasing wholesale selling by teaching salesmen to pay more attention to the reselling problems of the retailers with whom they do business. Effectiveness of this approach was illustrated by Mr. MulCahy with results of the Detroit survey.

Assignments of trading area coordinators for New York City and state were announced by Clarence O. Matheis, chairman of the NCA distribution committee. Manufacturers named for the New York City area include: Samuel D. Fried, Up-To-Date Candy Co.; Charles D. Payne, Wallace & Co.; and William H. Maichle, Beech Nut Packing Co., who will also assist throughout the state. Wholesaler coordinator named for the New York City area is Irving Cohen, Bard & Margolas, Brooklyn. Donald F. Crane, Fairy Play Caramels, Inc., Johnson City, N. Y. was named state coordinator.

Massachusetts coordinators named following the Boston meeting are: Henry W. Van Gustel, Walter Baker Co., Boston, as the manufacturing representative; and Albert M. Pierce, Gillman-Moffatt Co., Worcester, Mass., as wholesaler representative.

• Praise for manufacturing confectioners' recognition of sanitary standards was recently given by Israel Weinstein, New York Health Commissioner,

We know our Apples

Where apples ripen
on the bough in the nation's great
apple-growing states — Speas
plants are located to assure a
constant supply of the best in each region.
In these fine, modern plants apples
are processed into **SPEAS APPLE PRODUCTS**—
famous to American manufacturers for
three generations.

NUTRI-JEL

Powdered Pectin
for making jams,
jellies, preserves.

CONFECTO-JEL

A powdered Pectin
product for
making better jellied
candies.

APPLE VINEGAR

and other Apple
Products.



SPEAS
A hundred
years of the best of
NUTRI-JEL
POWDERED APPLE PECTIN

A NEW BOOK ABOUT PECTIN USAGE

We have just published a new
24 page book on the use of
NUTRI-JEL and CONFECTO-JEL.
It contains information on how
to make jams, jellies, preserves,
candies, and other products.
Write for your free copy today.

SPEAS COMPANY

General Offices Kansas City 1, Missouri

in a speech to 125 candy manufacturers in the New York City Board of Health building recently. He presented a 10-point program of "good housekeeping" practices which include: raw material control, plant sanitation, equipment, rodent and insect elimination, general housekeeping, self-inspection program, elimination of filth in every step of manufacturing, shelf life, laboratory control, and personal habits of food handlers. Dr. Weinstein promised his greatest cooperation but "flatly stated" that those candy plants guilty of minimum sanitary standards must either "clean up or close up."

Sharing the platform with Dr. Weinstein, were Gerald S. Doolin, NCA sanitation director who showed three films on rodent and insect control, and Charles R. Adelson, Delson Candy Co., New York, local chairman of NCA's sanitary advisory committee for New York and sanitation committee chairman of the Ass'n of Manufacturers of Confectionery and Chocolate.

• **Wilbur-Suchard Chocolate Co., Lititz, Pa.,** announces appointment of Robert G. Kenny as broker of bulk goods in metropolitan New York.



GEORGE F. WALLBURG, treasurer of W. F. Schrafft & Sons Corp., Boston, presents orchid corsage to Miss Mary Hurley, head of Schrafft's sample room, on completion of 50 years' continuous service. Other gifts to Miss Hurley included: a \$1,000 check from the company, 50 American Beauty roses from Schrafft's Quarter Century Club, a bouquet containing a tidy sum of money from the factory and office employees, a silver pin from the Women's Club, a cash gift and a gold box containing a golden chain of greeting cards from every member of the sales department. Schrafft's entire factory personnel attended the ceremonies. Speeches were made by William V. Wallburg, president; George F. Wallburg, Quarter Century Club president; F. A. von Liebermann, general superintendent; Pryor Goodwin, assistant superintendent; George M. Crouse, assistant sales manager; and Agnes Loud, Women's Club president.

for December, 1946

The
**Instant and Continuous
Fondant Machine**

Confection Machine Sales Co.

30 NO. LASALLE ST.

CHICAGO 2, ILL.

It's the "KNOW-HOW"

gained in more than
Half-a-Century that makes
the name **WILBUR** mean
Quality Chocolate

(**BERNESE FONDANT CHOCOLATE COATING**)
(An exclusive blend of superior grade beans. Finely
milled and processed for utmost smoothness. A
rich chocolate flavor with a delightful after-taste.)



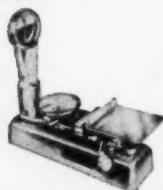
**WILBUR'S
CHOCOLATE PRODUCTS**

WILBUR-SUCHARD CHOCOLATE CO., INC.
LITITZ, PENNSYLVANIA

SUCCESSOR TO H. O. WILBUR & SONS, INC.

DETECTO SCALES

There's a precision-accurate Detecto Scale for your specific weighing and counting need. The Detecto helps increase production, yet assures you maximum accuracy by making slightest weight discrepancies immediately visible.



DETECTO ALUMINUM SPEED SCALE

For increased production at lower cost! One operator with one Speed Scale does as much as two operators with ordinary scales. Sturdy, precision built, super-accurate. Ends overweight losses.

Write for circular.



DETECTO • SCALES • INC.

MAKERS OF FINE SCALES SINCE 1900

1712 MAIN STREET • BROOKLYN 1, N. Y.

SCALE ENGINEERS IN ALL PRINCIPAL CITIES

WE CAN BLEND A

CHOCOLATE

FOR YOUR INDIVIDUAL NEEDS

The Hooton Chocolate Company has the experienced personnel, the ability, and the facilities to create for you a chocolate that will measure up to your requirements for flavor, body and color. Quality since 1897.

Ice Cream - Confectionery - Baking

HOOTON CHOCOLATE CO.
Fine Quality Since 1897
NEWARK 7, NEW JERSEY

• The Queen Anne Candy Co., Hammond, Ind., began its first series of national consumer advertising with a recent issue of Collier's.

• The Wilbur-Suchard Chocolate Co., Lititz, Pa., announces appointment of former sales manager, C. S. Grube as vice-president and general sales manager.

• The Chase Candy Co., St. Joseph, Mo., has increased its capital stock from \$500,000 to \$4,000,000, it is reported by the local county recorder's office.

• The Busy Bee Candy Co., St. Louis, Mo., executive vice-president, R. T. Hensley, has been named Missouri state chairman of the 1947 "March o' Dimes."



COLONIAL HOUSE CANDIES, New York City, recently played host to Dorothy Kilgallen, noted columnist and radio star. Miss Kilgallen is pictured in front of company store with Colonial House's president, John Coppedge, Jr., during plant tour.

• Walter H. Johnson Candy Co., Chicago, is opening a modern, streamlined candy plant on Belmont and Kilbourn Avenues. Construction is of glass-brick and stone. Completely air-conditioned, incoming air is washed, humidified, and brought to exactly the right temperature for production and working needs.

Sanitation is stressed throughout, even to automatic sanitization of workers clothes. Many new safety features have been added, and interior painting is designed to promote safe working conditions.

The plant, equipped with the latest machinery available, is located on one floor. An "endless" production line is used. Materials enter one side of the plant and the finished product leaves the other.

• The Goldberg Candy Co., Canton, Ohio, mourns the loss by death of R. A. Federman. Mr. Federman was the former owner of the company.

• Nutrine Candy Co., Chicago, has a net income for the first nine-month period of \$419,889, or \$1.05 each on 500,000 shares, compared with \$164,494, or 41 cents a share for the same period last year.

• The Cook Chocolate Company is moving to its new plant at 4825 S. Rockwell St., Chicago, says R. I. Johannot, vice-president in charge of sales.

• NCA's first balanced selling "test" class for wholesalers' salesmen met last month in Baltimore. Its 20 enrolled salesmen were taught by Forest Lavton, supervisor of Distributive Education, of the Baltimore Board of Education. Sales train-



STYLE NO. 1
AVAILABLE IN ALL SIZES

"Seamless"

Copper Candy Kettles

We specialize in the manufacture and repair of all types of copper steam jacket and open fire kettles.

A. BERRY COPPER WORKS

Master Coppersmiths

249 W. Broadway, New York 13, N. Y.

Telephone: CAnal 6-4427

ESTABLISHED 1907

ing classes will be conducted throughout the nation, and each wholesaler's salesman completing the course will be awarded a certificate, says James F. Mulcahy, NCA's merchandising director.



ANTHONY FACCHINO, chairman and managing director of Facchino's Purify Biscuits, Ltd., Birmingham, England recently arrived in the U.S. aboard the "Queen Elizabeth" on her maiden voyage. He was accompanied by his brother Dominic Facchino, sales director of company.

- Peter Paul, Inc., Naugatuck, Conn., offered \$1,000 to the first four representatives who purchased planes to cover their territory. Taking quick advantage of the offer were Joe Greene, Kansas City; Tom Peake, Denver; Joe Varner, Boise, Idaho; and Tom White, San Diego.
- Hooper's Chocolates, Alameda, Cal., are expanding into retail trade. Gordon and Barbara Hooper recently announced the acquisition of a store at Park and Central Avenues, in this city.

TIME-SAVING SHORT-CUTS FOR MANUFACTURING CONFECTIONERS

How to Put a Strangle Hold On Cleaning Costs!

In modern Oakite-Steam Detergent cleaning you will find today's best answer to low-cost, efficient plant sanitation because you bring into play these two vital elements of grime removal; steam heat and steam impact. Harness these two elements to the powerful detergent action of a specialized Oakite cleaning material and you have an effective combination that saves time and effort to keep maintenance cleaning costs way down.

You can see Oakite Steam Detergent cleaning in action on your own equipment merely by dropping a line to your nearby Oakite Technical Service Representative. Or write us direct. There will be no cost or obligation. Investigate Oakite-Steam Detergent cleaning today!

OAKITE PRODUCTS, INC., 36C Thomas St., NEW YORK 6, N. Y.
Technical Service Representatives Conveniently Located in All Principal Cities of the United States and Canada

OAKITE *Specialized* **CLEANING**
MATERIALS • METHODS • SERVICE • FOR EVERY CLEANING REQUIREMENT

TRUTASTE FLAVORS... Rival Nature's Own

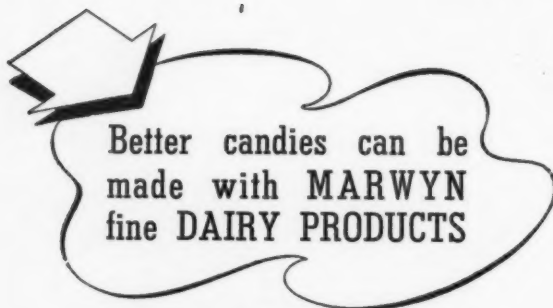


Zestful, Tangy, Imitation **CHERRY**
Full-Bodied, Rich, Imitation **GRAPE**
Luscious, Imitation **STRAWBERRY**
Tantalizing, Imitation **RASPBERRY**

NEUMANN • BUSLEE & WOLFE

224 W. HURON ST.

CHICAGO 10, ILL.



Roller Process Powdered Whole Milk
CONTROLLED
for FINE QUALITY

• You don't have to use more sugar to increase the poundage yield of the batch when you use larger quantities of roller process powdered milk in a given formula.

WRITE TODAY for our new recipes of certified, simplified formulas for Fudges, Grained Caramels, Grained Nougats, Seafoam Kisses, Roll Cream Centers, Cast Cream Centers and others.



141 West Jackson Blvd.
CHICAGO 4, ILLINOIS

70 Pine Street
New York 5, New York

111 West Seventh Street
Los Angeles 14, California

PECANS

We specialize in the various sizes of Pecan pieces needed by the confectionery manufacturers.

Our sixteen years in the Pecan business backs our assurance that our customers must be pleased.

Your Inquiry is Solicited

CARTER PECAN CO.

Box 2125

WACO

TEXAS

SUPPLY FIELD NEWS

- Ambrosia Chocolate Co., Milwaukee, suffered an estimated \$2,000 damage in a recent fire.
- Wilbur-Suchard Chocolate Co., Lititz, Pa., announces appointment of Benjamin G. Forrest to executive vice-president and Arch Patton, vice-president in charge of merchandising and advertising.
- Swift & Co., Chicago, has purchased an ice cream plant in Charleston, S. C., says A. C. Moysey, head of the ice cream division. P. R. Gerding will be manager.

Super "Sugar" Not for Candy

THE sweetest substance known to man is of no use to manufacturing confectioners, says Philip P. Gott, president of NCA. Unfortunately for the industry, this recent discovery is non-nutritive and therefore is illegal for use in candy manufacture.

Developed by a Dutch scientist during the war, this new development is a benzene derivative and is known to the scientific world as 1 N-propoxy 2-amino 4-nitrobenzene. In its pure state the substance is 4,000 times as sweet as sugar (about eight times sweeter than saccharin). However, in Europe where it is already in use as a substitute for sugar, the general procedure is to dilute it with lactose to make a product about 800 times as sweet as sugar. It possesses slight solubility in water, but, in view of its great sweetening power, the small solubility is relatively unimportant.

- The Department of Agriculture announces the 1947 goal for sugar beets is 115 per cent of the 1946 planted acreage, and for sugarcane, 109 per cent of the 1946 harvested acreage. Sugar from these crops will be available in the late autumn of 1947.
- The Crop Reporting Service of the Wisconsin Department of Agriculture reports that the honey crop in Wisconsin is about one half the crop harvested in 1945. The 1946 honey crop is a little more than 200,000,000 pounds, 10 per cent less than the production last year.
- Monsanto Chemical Co., St. Louis, has placed a 25-year debenture issue to provide \$30,000,000 for expansion, says E. M. Queeny, chairman of the board of directors.
- The Department of Agriculture announces that considerable crop expansion is expected during 1947 in acreages of soybeans.
- The International Emergency Food Council emphasizes the fact that world exportable supplies of fats, oils and oil-bearing materials during 1946 falls far short of meeting import requirements. Submitted requirements total over 4.6 million long tons in oil. Supplies total less than 2.5 million long tons.
- The International Emergency Food Council has announced an allocation recommendation of cocoa beans for the four-month period of October, 1946, to January 1947. It calls for 418,560 long tons being distributed to 46 countries.

• **Corn Products Refining Co.**, has developed, in conjunction with Dept. of Agriculture, an efficient method to manufacture starch and dextrose sugar from milo, a grain sorghum. To produce more than 100,000,000 pounds of dextrose, starches, high protein stock feed and crude vegetable oils, the company is building a \$10,000,000 grinding plant in the Houston-Corpus Christi area scheduled to be completed in time to grind the 1948 milo crop.



IN ATTENDANCE at "Queen Anne Victory Parade" banquet recently held at Palmer House, Chicago were (from left to right) Harry S. Martin, president of Queen Anne; Lincoln Maytham, vice-president; H. L. Baker, assistant sales manager; and Carlyle Emery, vice-president, Ruthrauff & Ryan, Inc., advertising agency.

• **J. B. Hillary**, director of Bramigk & Co., Ltd., visited the offices of THE MANUFACTURING CONFECTIONER, recently. Mr. Hillary is in this country to study machine development in American candy manufacture.

• **Super Market Institute** members, meeting for the ninth annual convention in Chicago's Stevens Hotel last month, were warned by Clarence Francis, chairman of the board of General Foods Corp., that the food industry will soon encounter much stiffer competition for a share of the consumer's dollar from manufacturers of until-now scarce goods. If prices are not held down by business men, he said, the national economy will suffer. He also warned against risking the future for any quick or temporary gain.

Confectionery firms exhibiting at the convention included: Beach-Nut Packing Co.; Berke Cake Co.; E. J. Brach & Sons; Imported Delicacies Co.; Lamont, Corliss & Co.; National Candy Co.; Nutrine Candy Co.; Rockwood & Co.; and Universal Corp.

• **Monsanto Chemical Co.**, St. Louis, announces opening of a sales office as of December 1 in the Keith Building, Cleveland. Robert H. Baugh is supervisor.

• **National Equipment Co.**'s new enrober catalog is designed actually to simulate working parts of the equipment. Hinged panes, designed to open out on the equipment, also are hinged and open out in the bristol stock booklet. Working parts, such as the feed belt, slide through slots in the board and can be drawn back to show all their complete detail and pushed into proper position. Careful designing achieves a three-dimensional effect, so that the literature actually affords an exceptionally clear picture of the equipment.

• **Bunte Brothers Chicago**, announces the addition of Radio Station WINS, New York City, to their network show, "World Front".

PURE, UNMISTAKEABLE, TRUE COFFEE FLAVOR

(Dry Form or Extract)

Pure coffee flavoring is our specialty. We have a pure coffee flavor for every product, whether it's made hot or cold. Non-fermentable liquid extracts in any strength, dry instant pure coffee solids of rarest quality, the kind that won't cook out. Ask your jobber or write us.

BAKER IMPORTING CO.

NEW YORK: 30 Church St.

MINNEAPOLIS: 212 N. Second St.

BARRINGTON HALL
SUPER-X *Coffee* **FLAVOR**
100% PURE

ANOTHER FINE PRODUCT OF HYGRADE FOOD PRODUCTS CORP.

Ambrosia - Food of the Gods

Portrayed here is the Preaching Buddha of Fire in the Hall of 500 Buddhas in the Monastery of the Azure Clouds in Peiping, China.

A bowl of rice is the rich offering before this magnificent figure.

Far richer an offering would be a package of America's favorite Chocolates — enrobed with smooth, velvety Ambrosia Chocolate Coating, a taste delight unknown to the gods of old.

CHOCOLATE COATINGS
MADE IN MILWAUKEE

Ambrosia

Copyright 1946 Ambrosia Chocolate Company



And A Happy New Year!

In the year to come Penford Corn Syrup, Douglas Moulding Starch and Confectioners "C" Starch will continue to play a vital part in candy making.

The Penick & Ford New Year pledge is continued research progress and good cheerful service to confectioners.

We wish to take this opportunity of wishing all our customers continued success in the year 1947.



JOHN T. BOND & SON

Invite You to Visit Their
New Offices



Confectionery Brokers of the Pacific Coast . . . Resident men in Washington, Oregon, Northern California and Southern California.

JOHN T. BOND & SON

630 SOUTH WILTON PLACE, LOS ANGELES

The JAMES B. LONG
Line...
• SUPERIOR
FLAVORS
AND
COLORS

\$10.00 goes a long way
Give your candies the delicate taste of sun-
spiced berries. Use
Imitation
RASPBERRY
No. 391-C
This unsurpassed flavor means high quality and
taste appeal at low cost. Try it today.
\$10 Per Gal.

James B. Long & Co. Inc.

4642 N. HAVENWOOD AVE., CHICAGO, ILL. 415 GREENWICH ST., NEW YORK CITY

• NCA's 1947 convention and exposition is changed to Chicago's Stevens Hotel May 26-29, NCA announces. It was originally scheduled for New York.



CHANGE IN SALES STAFF of Magnus, Mabey & Reynard, Inc., promotes I. E. LaRue (left) and Stanley T. Olds to New England divisional sales manager and salesman covering the Michigan, Northwestern Indiana and Ohio area, respectively, says report.

• The William Wrigley, Jr., Co., Chicago, reports a decrease in net income for the third quarter. The decline is 64 cents a share lower than the period ending September 30 and 73 cents a share under the same period a year ago.

• Problems in materials handling for manufacturing confectioners will be discussed at the first national Materials Handling Exposition to be held at the Public Auditorium, Cleveland, January 14-17.

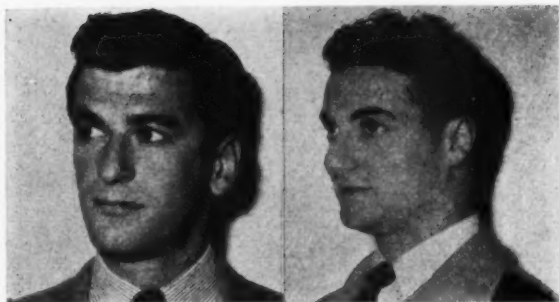
• The General Foods Corp., New York, announces third quarter earnings as \$4,683,529, equivalent to 84 cents a share on common stock. These figures compare with \$3,228,939, or 58 cents a share earned in the third quarter in 1945.

• Kraft Foods Co., Chicago, has purchased considerable seashore property at Rockport, Maine, says Norman Kraft, vice-president in charge of product research and development. The locality is a source of Irish moss used, in a refined extract state, as a food stabilizer.

• The Empire State Candy Club has voted a life membership to G. H. Fuller, Rochester, N. Y.; G. L. Haring and J. A. Murphy, of Chicago; and J. C. Shriner, of Los Angeles.



MEMBERS OF ROSS & ROWE, INC., New York and Chicago, celebrating their 20th anniversary at dinner served in private dining room of Hotel Biltmore, New York City. The party enjoyed the New York stage success, "Born Yesterday", prior to the dinner. One of numerous toasts proposed was to continued success at 50 Broadway, which becomes the company's main office as of December 1st, this year.



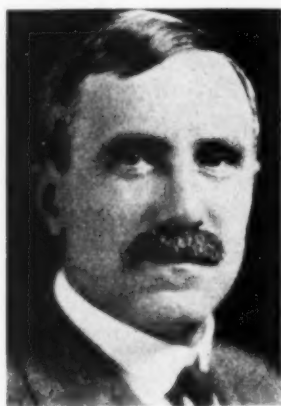
JAMES HELLER (left) and **ALLEN HELLER** recently joined the staff of Milprint, Inc., Milwaukee. James Heller is working in the industrial engineering department, and Allen Heller is working in training program as an assistant to plant superintendent.

• **Autumn Production Conference** of the American Management Ass'n in Chicago's Palmer House last month was attended by over 800 executives from all over the country, AMA reports. If business men wait for "settled conditions" before investing in new, improved production equipment, it may be too late to reverse the inflation spiral upon which is dependent "the survival of the whole competitive system," stated J. L. Trecker, president, Kearney and Trecker Corp., Milwaukee. Emphasizing that the key to productivity is the machine and increased output per man hour, Mr. Trecker urged production executives to cut manufacturing costs rather than pass on price increases to the consumer.



C. J. HOFFMAN, left, and **WARREN J. RANDALL**, recently appointed packaging engineers by the Shumann Equipment Company, Pittsburgh.

• **Curtiss Candy Co.**, Chicago, has raised employees' wages \$1,000,000 annually. The pay boost, affecting 3,000 employees nationally, is to combat rising cost of living.



PETER G. KLOTZ, Vice-president in charge of factory operations for the Hinde & Dauch Paper company, Sandusky, Ohio, who has retired after fifty years of service with the company. Mr. Klotz is planning an extended tour of the United States soon.

• **Williamson Candy Co.**, Chicago, is sponsoring a radio show entitled "True Detective Mysteries." The show is network produced, and may be heard over the Mutual System.



Home of "The Candy Cooling People"

makers of

Economy Belturns, Lustr-Koold Chocolate Cooling Conveyors and Tunnels, Packing Tables, Air Conditioners, Room Coolers, Dehumidifiers, and other "Economy" Equipment for Confectionery and Biscuit Manufacturers.

We design to suit your requirements.

Contact us for:

1. Design only
2. Design and Fabrication
3. Design, Fabrication, and Installation

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of Valuable Information

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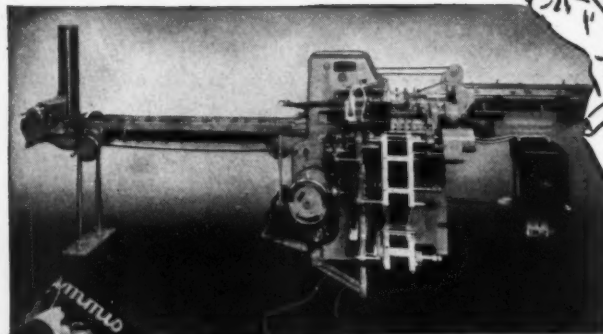
Chicago, Ill.

WHOLE FRUIT CRUSHED ORANGE CENTERS

Delicious, fresh, tree-ripened whole oranges, crushed in own juice . . . nothing but sugar added, made into finest orange center ever produced. Truly a delicious, natural orange . . . nothing artificial added. Packed in 11½ lb. boxes 8 to case. Price 33c per pound. 1% 10 days, 50c cwt. fgt. allowance. Order one or more cases today. Standing weekly orders accepted. Be sure of the genuine article made only by Charles C. Walker, **Orange Blossom Trail Candies**, Tavares, Florida.

Florida's finest candy makers.

*That's what I call a
PERFECT wrap!*



THE NEW MODEL DF-1



Users acclaim the Model DF-1 not only for its cost-cutting speed, but also for the perfection of its wrapping.

You can put a long run of bars through this machine, and the wrapper design will be perfectly registered on every bar. The DF's extremely accurate and advanced type of electric eye mechanism is the reason. And no matter how irregular the bars may be, the wraps will all have a smooth, box-like appearance. Quite a sales advantage when bars are on display!

Slight variations in the size of the bars are also taken care of without requiring any change of parts. In cases where the sizes vary considerably, the DF-1 may be quickly adjusted by hand-wheels and the substitution of a few parts.

The "tuck-in" fold made by the DF-1 is ideal for vending machines. The end folds are tucked under the bar or card, and held in place by the bottom seam—no loose ends to cause jams.

The DF-1 handles practically any type of material in economical roll form, and will apply an inner liner, if desired. It can also be built to handle peppermint patties, sandwich crackers and other disc-shaped items.

Get in touch with our nearest office for complete information.

PACKAGE MACHINERY COMPANY • Springfield 7, Massachusetts
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PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

How to Evaluate Your Candy Package

By Ralph F. Hansen
Packaging Materials Sales Dept., Plastics Division
Monsanto Chemical Company, Springfield, Mass.

THERE is a possibility that a buyers' market will be upon us almost as suddenly as the attack came at Pearl Harbor.

Will we be prepared for it? Our present form of allocating distribution (let's not call it sales) will have to give way to selling in all its ramifications. What changes will have to be made? Well—

You're a sales manager.

You've just hung up the phone and with a deep breath, you said to yourself, "Gosh, I hope George appreciates that 10 extra cases of candy I'm letting him have above his allocation."

"George", incidentally, is one of your best customers.

On further observation, you will realize that this kind of thinking is the wrong sales philosophy, and has been ever since 1939. "Letting" a customer have 10 extra cases

CONSUMER PACKAGE EVALUATOR

FOUR FACTOR GROUPS shown on this page are to be considered in evaluation of your candy package, in this "Consumer Package Evaluator" designed by Monsanto Chemical Co. package research staff.

APPEARANCE FACTORS

1. Display value.....
2. Attention value.....
3. Color harmony.....
4. Typography.....
5. Shape and proportion.....
6. Gloss.....
7. Visibility.....
8. Smartness.....
9. Simplicity.....
10. Group tie in.....
11. Promotional tie in.....
12. Competitive relation.....

Score

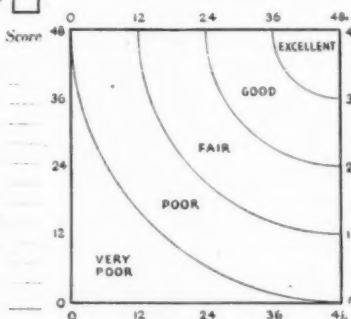
☐ ☐ Perfect Factor Value

Perfect Factor Value

FUNCTIONAL FACTORS

1. Appropriate container.....
2. Moisture vapor proof.....
3. Liquid or waterproof.....
4. Grease or oil proof.....
5. Scuff and tamper proof.....
6. Self-sustaining.....
7. Air and dust proof.....
8. Fabricating adaptability.....
9. Filling and closure adaptability.....
10. Adaptability to wrap & label.....
11. Shipping adaptability.....
12. Shelf adaptability.....

Total.....



CONSUMER FACTORS

1. Easy to buy.....
2. Easy to carry.....
3. Easy to store.....
4. Easy to open.....
5. Easy to empty or use.....
6. Usable until empty.....
7. Re-usable.....
8. Appropriate family size.....
9. Informative selling message.....
10. Full measure.....
11. Economical.....
12. Clean and Sanitary.....

Total.....

PSYCHOLOGICAL FACTORS

1. Sensory stimuli.....
2. Eye appeal.....
3. Quality appeal.....
4. Novelty appeal.....
5. Personal appeal.....
6. Appetite appeal.....
7. Style.....
8. Prestige.....
9. Glamour.....
10. Appealing trade name.....
11. Appealing slogan.....
12. Consensus of opinion.....

Total.....

☐ ☐ Perfect Factor Value

DIRECTIONS FOR EVALUATION of your package appear in condensed form at bottom of this page. A detailed, step-by-step evaluation is conveniently given in the accompanying article.

SCORE OF YOUR PACKAGE will be shown at intersection of lines on graph and depends on accurate evaluation. Evaluator chart used through courtesy of Monsanto Chemical Company.

Cross out all factors that absolutely have no bearing on your package. Add any factors to the proper group that pertain to your package which are not listed. Then in each group, count the balance of factors and in each case divide this into 48. These are your perfect factor values. Now,

evaluate each factor against the perfect factor value and enter your honest score. Then total your score and mark it off on the corresponding side of the score board with an X. Join opposite X's with two straight lines, and the path where the lines intersect is the score of your package.



"Little things count up"

Some of these little things are last minute gifts—candy gifts that won't have to be rewrapped if you provide your customers with John Henry enclosure cards.

For these little cards offer a wide variety of tastefully inscribed sentiments, carefully selected to meet the needs of every possible occasion. Appropriate designs are rendered in warm rich colors. And the cards, with matching envelopes, are just the right size to enclose with a gift package. Styled exclusively by John Henry, they represent the product of thirty-four years of successful experience in the enclosure card business.

Yes, you can provide a John Henry enclosure card service that will count up heavily in terms of satisfaction to last minute buyers of gift candy the year around. They'll appreciate and remember its convenience. The goodwill returns are high—the cost is almost negligible. Ask your candy jobber, or write Dept. 127 for attractive samples.



THE JOHN HENRY CO.
 Enclosure Cards Envelopes Tags Stationery Labels
 LANSING • P. O. BOX 1410 • MICHIGAN

The Symbol  of Quality

isn't "selling" him 10 extra cases. Even today, your customer is still selling you on the idea of getting an extra quota.

From two to six years ago, you and many other confectionery manufacturers were planning for a period known as "postwar." It seemed to be a period when the process of diverting huge wartime production facilities to peacetime needs would be simple, with plenty of raw materials available for civilian goods.

But something happened. Wartime controls were continued, ostensibly to hold down inflation. The merits or faults of this will not be gone into here, but something went awry. Demand still isn't satisfied. Lack of one or more raw materials still keeps sales from reaching new highs, but despite all this, sales are up.

Your candy sales forecasts are probably influenced by this new high in consumer goods, and when the inevitable buyers' market hits us, selling will take on the meaning it had before the war.

The spotlight of selling will be focussed on the retail counter. Consumers will pick and choose among competitive candies. Packaging will play a most important role, not only to protect your candy, but to sell it.



TAFFEL BROS., Inc.
 95 MADISON AVENUE • NEW YORK

Let's not overlook the importance of a package. It should be considered as an integral part of the product it contains. The wholesaler and retailer consider it part of the whole when the complete product and package are marked up.

Economies in packaging do not necessarily mean using materials whose initial costs are low. If you can sell *more candy of better quality with a profit*, packaging costs—no matter how high the initial costs—are perfectly justified. A study of merchandising principles bears this out.

In order to help you evaluate your present package and perhaps guide your construction of a better package, the research staff of our plastic division devised the Package Evaluator illustrating this article. This evaluator has been tested by several large manufacturers of consumer products.

To classify a selling package, four major groups of factors must be considered. These are: (a) Appearance Factors, (b) Functional Factors, (c) Consumer Factors, (d) Psychological Factors.

The Package Evaluator aids in obtaining a proper balance of these four major groups. It will also indicate in what factor a package is weak and where it can be strengthened.

For scoring one of your packages, you may wish to invite your production and advertising managers into a conference and use the evaluator together.

Obtain "Perfect Factor" Value

It will be noticed that each major group of factors lists 12 concomitant factors. All such factors that have no bearing on your package should be eliminated first. If you decide to eliminate two factors under the Appearance factors group, for example, you will have a balance of 10 factors. Dividing 48 by 10 will give you a *perfect factor value* of 4.8. This is then entered in the box marked *perfect factor value*.

Rate applicable factors against this *perfect factor* of 4.8, as though it were 100 per cent. Thus, if the adjudged display value of your package is evaluated by your conference at nearly perfect, the factor for the score column would be about 4.7. Do the same for each factor and add the total. If the Appearance Factors of your package are high, the total should approximate 48. To assure an accurate evaluation, it is, of course, essential that you enter honest appraisals of each factor and achieve a representative, honest total score.

After obtaining the total score for Appearance Factors, do the same for each of the other major groups of factors—the functional, consumer, and psychological. It should be noted that, if no factors are eliminated from a given major group, the index number 48 is to be divided by 12. This number, of course, represents the 12 factors considered in evaluation of your package under the given major factor group. The *perfect factor value* to enter in the appropriate group box, then, would be 4. All factors would be rated in this group, then, on the basis of 4 being equivalent to 100 per cent.

If your package meets, for example, all requirements for the first factor under the group of Functional Factors, *Appropriate Container*, it should be credited with a score of 4. To the degree that the package fails to meet given requirements, the score should be less than 4.

After obtaining total scores for all four major groups of factors, each total score should be plotted on the center scoreboard. This is done as follows:

(1) If the total score of Appearance Factors is 46, mark an X at 46 on the top line of the scoreboard. (2) If the score for Functional Factors is 40, mark an X at

for December, 1946

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FAST-EFFICIENT RELIABLE

CANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; the new High Speed Special Model wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



WRITE FOR COMPLETE SPECIFICATIONS AND PRICES

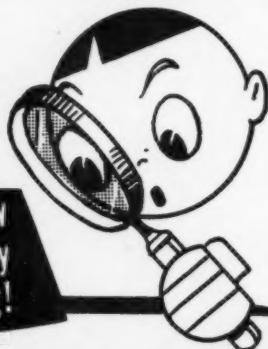
IDEAL WRAPPING MACHINE CO.

EST. 1904

MIDDLETOWN, N. Y.

U. S. A.

LOOKING FOR TIME AND LABOR-**SAVING** IDEAS?

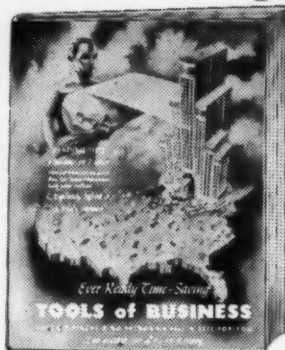


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Season's Greetings

*TO ALL our customers and
friends we send sincere
Holiday Greetings and best
wishes for a happy, healthy
and prosperous New Year.*

PETER

PARTITION CORP.

Manufacturers of Partitions for Paper Boxes
647-649 LEXINGTON AVE. BROOKLYN 21, N. Y.
Telephone: FOxcroft 9-2129

40 on the left line of the scoreboard. (3) Mark scores attained for Consumer and Psychological Factors at the proper positions on the right and bottom lines, respectively, of the scoreboard.

When all four total scores have been plotted on the four corresponding sides of the scoreboard, join opposite X's with two straight lines. The point where the lines intersect is the score of your package. Its evaluation will appear in the areas cut by the arcs: excellent, good, fair, poor, very poor.

The scores thus obtained are self-indicative evaluations of your package. And in this respect, it should be remembered that a quality package will make quality candy look like quality candy.

• **Harry G. Altman**, of Metro Chocolate Co., Inc., will be cited for outstanding service to the industry and philanthropies at the eighth annual campaign dinner this month of the Confectionery and Allied Trades Division of the Federation of Jewish Philanthropies of New York at the Savoy Plaza Hotel, reports Jack Mogulescu, press director.

Vice-chairmen of the division are: Charles R. Adelson, Joseph Bard, Jack Barricini, Philip F. Cohen, Al Dreitzer, Samuel D. Fried, Louis Glick, Mac Goldstein, Joseph Greenberg, Charles F. Haug, William F. Heide, George I. Hirsh, Harold Jaret, Ike Kamber, N. R. Kaplan, David Kessler, Everett Kirsten, Ira Parnes, Nathan Radutzky, Bernard D. Rubin, Oscar Seager, Irvin C. Shaffer, Joseph Shorin, John S. Swersey, Phil Silverstein, M. L. Wurzel, and Robert Yohai.

Members of various sectional committees include: **MANUFACTURER'S SALESMEN**—Hy Becker, Simon Diamond, Herman Eitelberg, Irving Gambert, Harry Gutman, Harold Kamber, Nat Leaf, Harry Pincus, Arthur Raphael, and Sam Reece; **JOBBER'S DIVISION**—Abraham Applebaum, William Breitbart, Benjamin Cohen, Alex Fish, Jack Goodman, Louis Heller, Sam Katz, Harry Lieberman, Felix Myers, Ben Schnapp, Morris Shapiro, and Leo Weinrich.

RETAILERS' DIVISION—Jacob Krum, Ike Picker, Harold I. Rinzler, Benjamin Sherman, and Aaron Smith; **MANUFACTURER'S DIVISION**—Victor Bonomo, John Heller, William Kassin, M. R. Keshin, Bernard Lax, Harry Lax, Harry Lustig, Ira Shorin, Sam Walensky, and Benjamin C. Weissberg; **FLAVORS AND EXTRACTS DIVISION**—Lawrence Baron, Ira Breitman, Joseph Eichberg, Richard Frank, and Carl Katzenstein.

• **Senneff-Herr Co., Inc., Sterling, Ill.**, recently celebrated the 27th anniversary of the company's incorporation. A dinner party was held for employees, their wives, and friends. To commemorate the occasion, a large cake was cut by both C. W. Senneff and Ben F. Kreider, president and secretary-treasurer, respectively.

Highlight of the evening was an address by R. E. Clizbe, president and general manager of Clinton Industries, Inc. Mr. Clizbe spoke on "Yesterday-Today-Tomorrow," and compared the purchase per month in 1919 to those of today. He also stressed the closeness of the two companies since the first barrel of corn sirup came from Sterling.

• **Lion Specialty Co., Chicago**, recently added J. M. Killen to their staff as sales manager. Mr. Killen was with the army before coming to the company. Prior to the war he was associated with Hershey and Kraft Cheese, Caramel and Toffee Div.

• **Establishing and Operating a Confectionery-Tobacco Store** by G. F. Dudik, is a manual of current and vital information of interest to those starting in the field today. It is available from the U. S. department of commerce.

• **1947 and 1948 sugar supply** will increase but will still not attain prewar levels, E. O. Blomquist, of E. J. Brach & Sons, chairman of the sugar subcommittee of the Food Industry Council, told over 125 NCA members at a special Central West regional meeting in Chicago last month. With increasing production and proper planning, about 27 per cent more sugar should be available for institutional and industrial users next year, the FIC study indicates. To avoid the speculative chaos of 1922, ration increases and continued controls were recommended.

SECOND REPORT OF THE FOURTH POST-WAR, QUARTERLY CANDY PACKAGING CLINIC

CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Clinic Meetings of The Packaging Board are held Quarterly at M.C. Chicago offices on the 15th of these months: Jan., Apr., July, Oct.

CODE PK11E46

Assorted Chocolates—1 lb.—59c

(Purchased in a Chicago variety store)

Description of Package: Double extension edge, full telescope, wax-paper wrapped. Two-layer.

Size and Shape: Approximately $7\frac{1}{2}$ " x $4\frac{5}{8}$ " x 2". Rectangular.

Materials: Chipboard with coated paper cover of crinkled effect.

Design: Reverse cut of candy name in heavy lettering, firm name, and miscellaneous data.

Colors: Pastel blue, gold on white background.

Typography: Good but lettering eccentric.

Originality: Good.

Class of Trade: General.

Appearance of Box on Opening: Good.

Box Findings: Good. Corrugated wadding, partition, divider, brown wax paper cups.

Sales Appeal: Fair.

Display Value: Good.

Remarks: Main panel design good as mass. Eccentric lettering hurts somewhat.

CODE PK11Q46

Almond Chocolate Bar—2 oz.

—10 cents

(Purchased in a Chicago railroad station.)

Description of Package: Foil wrapper. Rectangular.

Design: Name and price in reverse cut on two-toned and white background.

Colors: Red, white, blue, gold, silver.

Typography: Fair.

Class of Trade: Counter.

Findings: Cardboard reinforcement.

Sales Appeal: Fair.

Display Value: Fair.

Remarks: Too much detail. Over-strong contrast on price rather than on name.

CODE PK12A46

Assorted Chocolates—1 lb.—\$1.50

(Sent in for analysis PK12-1)

Description of Package: Two-layer, full telescope, double extension edge, cellophane wrapped, padded cover.

Size and Shape: 9" x $5\frac{3}{4}$ " x 2". Rectangular.

Materials: Coated paper covered chipboard.

Design: Figures of Southern dancers and embossed gold filagree about silvered name panel on main box panel. Also gold filagree about edges. Trade name logotypes, descriptive matter, and embossed gold filagree on side panels. Design also carried over to bottom panel.

Colors: Gold, silver, and white on rich magenta.

Typography: Good. Very clear.

Originality: Good.

Class of Trade: Department or candy store.

Appearance of Box on Opening: Good.

Box Findings: Good. Cotton on Glas-sine wadding attractively embossed with firm logotype. Top layer has imprinted glassine wrapper that serves a lift-out aid and flaps for top layer. Five chocolate-covered boxes used to partition top and bottom layers. Six top layer pieces foil wrapped. Brown cups.

Sales Appeal: Good.

Display Value: Very good.

Remarks: An attractive box that pleasantly carries out Old South motif intended. Carrying over of design to bottom panel and elaborating on contents there is excellent means of helping purchaser make up mind. Printed guarantee of contents on bottom panel is also a commendable feature. Jordan almonds in center of top layer enhance first-impression appearance of open package.



WALTER BAKER & CO., Inc., is beginning its planned postwar expansion program with this Christmas Holiday specialty item in the form of 12-oz. Christmas candle. It contains 48 mint-flavored sweet chocolate wafers.

CODE PK11K46

Mint Chews— $\frac{1}{2}$ lb. 29c

(Purchased in a Chicago drug store)

Description of Package: Cellophane bag, krimp sealed.

Size and Shape: Half pound. Oblong.

Materials: Cellophane.

Design: Red and white stripes with green mint leaves.

Colors: Red, white, green.

Typography: Good.

Originality: Good.

Class of Trade: General. Candy counter.

Appearance of Box on Opening: Good.

Box Findings: Pieces individually twist-wrapped in wax paper.

Sales Appeal: Good.

Display Value: Good.

Remarks: Good, simple design nicely related to product.

CODE PK11N46

Licorice Drops— $1\frac{3}{4}$ oz.—5c

(Purchased in a Chicago bus station.)

Description of Package: Bright, set-up, tuck-in ends, folding box.

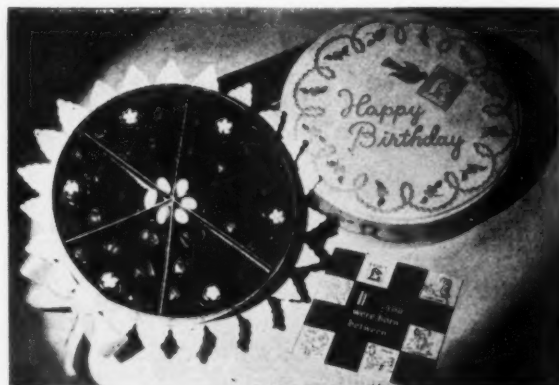
Size and Shape: Rectangular. $3\frac{3}{4}$ " x 2" x $\frac{1}{2}$ ".

Materials: Chipboard.

Design: Egyptian with cellophane window.

Colors: Red, white, on yellow-orange background.

Typography: Poor.



"HAPPY BIRTHDAY" gift box of candies, a new creation of Loft Candy Corp., was recently introduced in New York at party for press by Miss May E. O'Connor, Loft director of advertising and public relations.



NEW PACKAGE for Miss Saylor's, Inc., Alameda, California. It was designed by Dick Enders, San Francisco, and has background of gold foil with ornament in lighter gold and red lettering.

Originality: Uncertain.
Class of Trade: Counter.
Appearance of Box on Opening: Good.
Sales Appeal: Fair.
Display Value: Fair.
Remarks: Design is Egyptian rather than Oriental.

CODE PK11M46

Chocolate Milk Drops—2½ oz.—
—10 cents

(Purchased in a Chicago bus station.)
Description of Package: Tuck-in ends, set-up folding box.
Size and Shape: Rectangular. Flat. 3½" x 2½" x 1".
Materials: Chipboard.

Design: Logotype and name on buff background.
Colors: Red on buff.
Typography: Fair.
Originality: Uncertain.
Class of Trade: Counter.
Appearance of Box on Opening: Fair.
Box Findings: Glassine liner.
Sales Appeal: Fair.
Display Value: Fair.
Remarks: Design would be improved with a narrower logotype and less space between first and second lines.

CODE PK11L46

Coffee Toffee—½ lb.—39c

(Purchased in a Chicago drug store)

Description of Package: Cellophane bag, krimp sealed.
Size and Shape: Half pound, oblong.
Materials: Cellophane.
Design: Coffee cup, logotype, grill effect.
Colors: Orange red, brown, yellow.
Typography: Fair.
Originality: Fair.
Appearance of Box on Opening: Good.
Box Findings: Pieces individually twist-wrapped in cellophane.
Sales Appeal: Fair.
Display Value: Fair.
Remarks: Design could be improved by stronger contrast and brighter colored inks and a true demi-tasse cup.

CODE PK11J46

Fruit Pectin Jellies—5 oz., 24 cents
(Purchased in a Chicago drug store)

Description of Package: Bright colored, tuck-in ends, set-up folding box. Slide-in container.
Size and Shape: Rectangular. 8½" x 2¾" x ¾".
Materials: Chipboard.
Design: Simulated stage, musical notes, cellophane window.
Colors: Brown, pink, and blue.
Typography: Good.
Originality: Good.
Appearance of Box on Opening: Very attractive.
Box Findings: Slide container.
Sales Appeal: Very good.
Display Value: Very good.
Remarks: An excellent design with an original conception.

CODE PK11O46

Almond Chocolate Bar—2½ oz.—
—10 cents

(Purchased in a Chicago cigar store.)

Description of Package: Glassine wrapper. Rectangular.
Design: Circles, ribbons, and name.
Colors: Blue, purple, orchid, white.
Typography: Fair.
Class of Trade: Counter.
Findings: Cardboard reinforcement.
Sales Appeal: Fair.
Display Value: Fair.
Remarks: Colors do not suggest almond. Design is too "busy."

CODE PK11P46

Caramel Chocolate Bar—2½ oz.—
—10 cents

(Purchased in a Chicago drug store.)

Description of Package: Glassine wrapper. Rectangular.
Design: Name and diagonal lines.
Colors: Red, white, black, on grey.
Typography: Fair.
Class of Trade: Counter.
Findings: Cardboard reinforcement.
Sales Appeal: Fair.
Display Value: Fair.
Remarks: Design confusing.

CODE PK11F46

Pecan Toddles and Brittles—12 oz., \$1.35

(Purchased in a Chicago drug store)

Description of Package: Buff colored, flat, full telescope, chipboard. Cellophane wrapped.
Size and Shape: Rectangular. 10" x 5½" x 1½".
Materials: Chipboard with flint-coated cover stock.
Design: Monogram in upper left corner, firm name, candy name and caricature.
Colors: Red and brown on buff background.
Typography: Fair. Lettering of firm name poor.



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Quality Supplies
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PACKAGE CLINIC

To get an impartial rating for your candy packages send them in to the packaging clinic. They will be judged on their merit by a group of qualified individuals, and the findings published in coded form so that you alone will know the result.

Candy Clinic

(Continued from page 44)

CODE 9HH46

Chewing Candy Bar—1¾ ozs.—5c

(Purchased in a drug store,
Chicago, Ill.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Wax, printed in red, white
and blue.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good eating Turkish
chewing bar but lacked flavor.

CODE 11R46

Chocolate Taffies—¾ oz.—1c

(Purchased in a grocery store,
Chicago, Ill.)

Appearance of Package: Good. 6 pieces
of taffy, each wrapped in brown
paper, printed cellulose wrapper over
all.

Colors: Good.

Texture: Good.

Taste: Fair.

Remarks: The best 1c package of this
type that the Clinic has examined
this year.

CODE 11X46

Truffle—10c each

(Sent in for Analysis No. 4499)

Appearance of Piece: Fair. Plain cel-
lulose wrapper.

Color: Fair.

Texture: Good.

Taste: Had a decided scrap taste.

Remarks: Suggest this piece be dis-
continued as it is not a good eat-
ing piece of candy.

Use the Clinic

The Candy Clinic is your testing
laboratory. Send in samples of your
candy. They will be given a thorough
analysis by an expert who has de-
voted many years to the improvement
of quality in the manufacture of
confectionery.

CODE 11T46

Coconut Patties—10c each

(Sent in for Analysis No. 4495)

Appearance of Piece: Pattee was in
plain glassine bag.

Color: Poor.

Texture: Very hard.

Taste: Rancid.

Remarks: A poorly made coconut pat-
tee, very hard, lacked a good flavor
and had a yellow color instead of
white.

Readers' Letters

Pleasure to Contribute

It has been a pleasure to contribute
a little now and then, or cooperate
in any way with THE MANUFACTUR-
ING CONFECTIONER for the valuable
data and practical editorials pub-
lished in the magazine.

The article on chocolate tempering
written by A. L. Newth is so clear
and practical that every hand dipper
and enrober man should have a copy.

It was most interesting to read
how the manufacturers are on the
march for a more progressive in-
dustry.

The article on machine sanitation
by C. R. Adelson and the one on
Management and Labor by S. D.
Fried were well founded for a more
progressive advance in the candy
industry.

—Pennsylvania

"M. C." in Scotland

As the years roll by, it seems that
THE MANUFACTURING CONFECTIONER
becomes more and more interesting.

—Scotland

Satin Ribbons

High-grade, lustrous quality only, 6 width from ½" to 4½" wide.

No. 520, width No. 2 (7/16")

50 yd. bolt \$1.00

100 yd. bolt 1.90

No. 521, width No. 3 (¾")

50 yd. bolt 1.40

100 yd. bolt 2.70

No. 522, width No. 5 (¾")

50 yd. bolt 1.90

100 yd. bolt 3.60

(Colors: in No. 2, No. 3, No. 5, satin: white, pink, blue,
orchid, lavender, mals, nile, red, better times, emerald, royal,
black, eggshell, 2-tones: talisman-red, beauty-green, orchid-
glace, chartreuse-nile, peacock-red.)

No. 524, width No. 9 (1½") 50 yd. bolt \$2.75

(Colors: white, pink, blue, red, mals, nile, orchid, emerald,
better times, royal blue.)

No. 527, width No. 40 (2¾")

20 yd. bolt \$2.00

50 yd. bolt 4.50

(Colors: white, pink, blue, red, picardy, premier, orchid, nile,
moss, mals, emerald, eggshell, black, 2-tones: peacock-red,
chartreuse-nile, beauty-green, talisman-red, orchid-glace.)

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For Beautiful Packages

(Colors: silver, gold, red, green, royal, nile, light blue, pink,
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Per 25 rolls 26.00

Where shipment by P.P. is requested include enough money for postage, otherwise we ship Railway Express.

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silver-red.)

Width No. 2, same colors, 50 yd. spool 1.30

Ribbonzene

500 yd. spool \$1.20

(Colors: white, pink, azure, royal, lavender, medium violet,
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We make, round and square, boxes to order. Give specific
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No. 777 clear transparent square acetate boxes, 5x5x2¼".

Packed 12 per carton \$3.50

No. 778 clear transparent round acetate boxes, cardboard bot-
tom, 5¼"x2¼". Packed 6 per carton 1.75

Packaging Institute Meets

AN estimated 1,000 manufacturers of confectionery, foods, chemicals, containers, and packaging machines attended the Eighth Annual Meeting of the Packaging Institute in Chicago's Stevens Hotel last month for the first open forum held by the Institute since the end of the war.

A seminar on Packaging of Candy and Confectionery, headed by G. E. Truax, Peter-Cailler-Kohler Swiss Chocolates Co., Fulton, N. Y. included "Improved Candy Wrapping Machine" presented by T. R. Stevens, American Machine & Foundry Co., N. Y.; "Protection Against Melting in Candy Packaging" by Charles S. Foley, Nashua Gummed & Coated Paper Company, Nashua, N. H.;

"Highspeed Machinery Packaging of Candy Mints"; Charles L. Barr, F. B. Redington Co., Chicago; and "Laminations for Hydrosopic Confectionery", H. G. Hanks, Cochran Foil Company.

W. Averill Harriman, Secretary of Commerce, has cited the Institute for its part in keeping at "a high level the production and distribution of goods," it was announced at the Institute's opening.

In a message congratulating the Institute's officers and directors for a "year of real accomplishment", the Commerce Secretary signaled the organization's "merger" with its British counterpart, Printing and Allied Trades Research Association, as

promising mutual benefits to the packaging advancement of both countries.

Walton D. Lynch, National Folding Box Company, New York, Institute president, opened the session.

Reception and Eighth Annual Banquet Arrangements are under the supervision of T. A. Torrance, Aluminum Company of America, New Kensington, Pa., also a director of the Institute. H. H. Leonard, president, American Machine & Foundry Co., N. Y. introduced Senator Cain and served as banquet toastmaster.

Kenneth C. White, Owens-Illinois Glass Co., Toledo, is public relations chairman of the Institute. Executive head of the organization is Albin Dearing, New York, former Chicagoan and public relations director Container Corporation of America.

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SUCCESS STORIES OF AMERICAN BUSINESS

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SCHULER is another example of the way in which American initiative and industry, from small beginnings, has brought the best there is to every American citizen's door.

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Today, Schuler-owned farms, supervised by trained plant pathologists, produce 325,000 bushels of potatoes annually and 40,000 bushels of certified seed potatoes for the many independent farmers who also supply them.

Two modern plants in Rochester, air-conditioned warehouses, 100 motor trucks and modern packaging in air-tight containers, complete the picture of this industry which grew from a handful of men to more than 500 employees and a well-organized executive group ... in the lifetime of its founder.

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Schuler uses printed duplex bags of Riegel's Diafane for all their potato chips as well as most of their other products. Although far from the cheapest packaging for potato chips, Schuler has adopted it as the best way to prevent rancidity and maintain their high quality standards.



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for December, 1946

page 71

Safeguard flavor and color with

REYSEAL

the sparkling new heat-sealed wrap
for confectionery and foods



The image displays several boxes of Tatsies Potato Shreds, a product by CHARD. The boxes are arranged in a cluster, showing different views and designs. One box prominently features a woman's face and the text "Tatsies 10c", "READY TO EAT", and "POTATO SHREDS". Another box shows a man's face and the text "Tatsies 10c", "A New Taste Experience", and "POTATO SHREDS". A third box shows a woman's face and the text "Tatsies", "DELICIOUSLY DIFFERENT! DELIGHTFULLY", and "POTATO SHREDS". A fourth box shows a man's face and the text "Tatsies 10c", "A New Taste Experience", and "POTATO SHREDS". A fifth box shows a man's face and the text "Munchy". A diagram in the bottom right corner illustrates the heat-sealing process, showing a hand applying heat to a box, with a seal forming on the surface.

**1. Heat Seals Tightly
and the Seal Stays Closed**

When heat is applied to surface of Reyseal, wax bleeds through porous tissue to form a tough fiber-reinforced, leakproof seal.

HERE'S ONE OF THE MOST VERSATILE and practical developments in protective packaging in years: Reyseal, the great new Reynolds laminated foil wrap.

Shown on this page are just a few of Reyseal's many possibilities. Many leading manufacturers of foods and confections are using Reyseal today as an overwrap for cartons and boxes . . . as a heat-sealed bag for potato shreds, hard candies and other products . . . as an intimate wrap for individual tablets.

For frozen foods, too, Reyseal as an outside overwrap offers outstanding advantages. It forms a positive barrier to moisture vapor, and

light rays, thus preventing dehydration, and safeguarding color and flavor.

Reyseal comes in a variety of gauges—it can be thick or thin—the foil surface can be outside or inside. The package design can be reproduced in beautiful full-color rotogravure right on the foil surface itself, making your brand name sparkle forth from the shelf.

Easy to handle . . . economical to use, Reyseal heat-sealed overwrap may be applied by hand or by standard automatic equipment designed for heat sealing. For further information write Reynolds Metals Company, Foil Division, Richmond 19, Virginia.



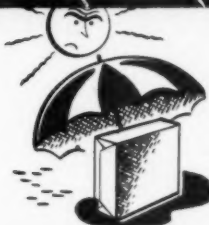
REYNOLDS ALUMINUM Foil

1250



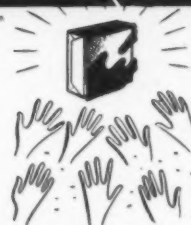
2. Moisture Vapor Can't Get in...or out

A thin metallic shield of pure aluminum forms a positive barrier to moisture-vapor transmission . . . no dehydration . . . no added moisture.



3. Destructive Light Rays Turned Aside

Light rays harmlessly bounce off Reyseal . . . aluminum's high reflectivity protects against loss of flavor . . . and discoloration.



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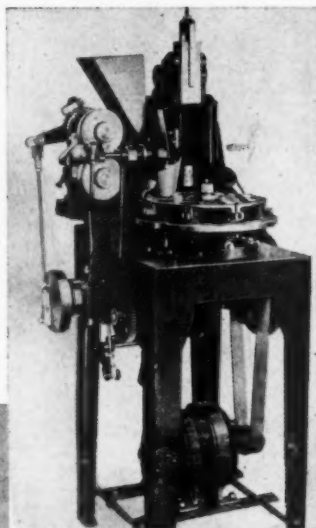
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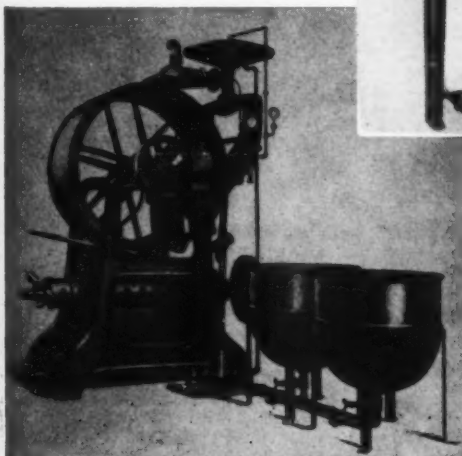
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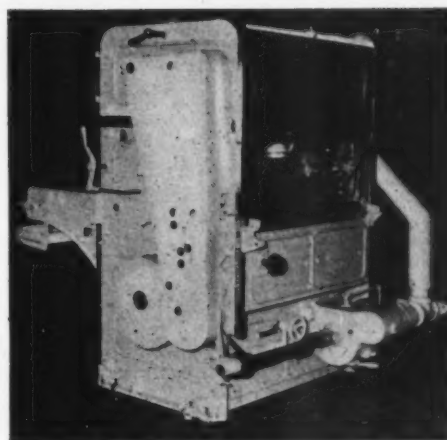
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Write in confidence, stating age, experience, and salary requirements. Address A-11613, The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

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HELP WANTED (Contd.)

Assistant plant manager. M. E. or Chem. 30 or 40 years of age. To understudy Chief Engineer in large midwestern food processing plant. Practical experience in steam boiler and air conditioning required. Must be ambitious, aggressive and capable of taking over Chief Engineer's duties in very near future if necessary. Permanent with attractive salary. Reply in confidence, giving age, education, details of employment and earnings record, and when services are available. Address Box No. B-1167, c/o the Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Illinois.

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Take complete charge home-made type factory. Thorough knowledge all production departments. Good creative craftsman on high grade chocolates and packaging. Diversified experience in sales, buying, training and supervising employees. Aggressive, quick thinker, hard worker. Interested in connection with progressive firm willing to compensate liberally for excellent producer. Young, married, family man, good references. Write A-1263, The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

Sales promotion executive available soon. Complete knowledge confectionery markets and distributive methods. Thoroughly competent to set up and direct complete sales promotion program. Excellent background, fundamentals of sales management, advertising, general merchandising, trade relations. Excellent experience in training and supervising field sales force. Lifetime experience embracing all phases candy business, buying and production, etc. Good appearance, aggressive, quick thinker, effective worker. Young, married with children. Write details to A-1262, The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

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First Class Pan-man with unlimited experience in all types of pan work, plus initiative and Managerial ability. Write A-1264, The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

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Wanted, Chocolate Melting Kettle, 1000 pound capacity. Will pay cash, F.O.B. your city. L. R. Stone Company, 450 S. LaBrea Ave., Los Angeles 36, Calif.

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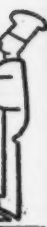
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Wanted: Rost Plastic machine. Give full particulars. School House Candy Co., 296 Charles St., Providence, R. I.

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(1)—48 hole front hand roll machine. Excellent condition. Price \$300. Write Doerr Candy Co., 1420 W. 3rd St., Sioux City, Iowa.

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We are interested in buying candy products to be used as package and transparent bag goods. We will handle own packaging. Please reply to Box A-1266, The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

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Walter Rau, Sec'y-Treas.
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A LIMITED number of bound volumes for the year 1946 are available. To be sure you receive yours, it is advised that you send in your order immediately. The cost for this handy bound volume is \$5.00.

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"Confectionately Yours..."

YOUNG America's consumer reaction to the current scarcity of penny goods brings noteworthy reports from three candy fronts. In Chicagoland an election campaign pledge caused a "run" of children on a bank whose president voters picked for their new county treasurer. If elected, he said, a piece of bubble gum would be given every child in Maywood. In two hours 1,250 youngsters crowded into his bank, when the election reports named him a winner. In Austin, Texas, a feature writer searched all overtown for jawbreakers, penny suckers, licorice drops, and eating cigarettes. He found "nary a one." Nor was he any more fortunate in finding bubble gum; it couldn't be "bought for love or money." And in mighty Manhattan, New York kids are in for trouble, too. "The kid with a penny is a pauper today," the New York *Herald Tribune* reported nostalgically. "There isn't any more penny candy. Or hardly any." And Harry Lustig, executive secretary of the Ass'n of Manufacturers of Confectionery and Chocolate, was quoted: "The bubble gum situation is one of the most critical situations in the world today."

* * *

All of which might have something to do with the fact that, in Newark, seven boys and a girl "moved in" on a box car loaded with chocolate bars and ate to their heart's content for four solid hours. To assure a sweeter future, they lugged additional cartons home and stored the bars under their beds. Still other cartons were cached in the tall grass along the railroad. Final count showed the number of bars stolen "ran into the thousands."

* * *

Changing the subject, our "Happy Coincidence Dept. reports that, in the mountain State of Denver, Tom Peake sells Mounds for Peter Paul, Inc. Also, the U. S. War Assets Administration announces it has issued an interpretation of its own definition of small business and that the WAA and Reconstruction Finance Corp., "by joint agreement," have adopted similar definitions.

* * *

And, reports Elizabeth Metcalf, in *Readers' Digest*, "the most thoughtful doctor I know holds a child's tongue down with a lollipop, when he has to look down a small throat."

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THE FLAVOR AMERICA LOVES 

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